



CONVERSE CITY CARNAGE HITS NEW YORK CITY

Two-Day Free Event Brings Together Skateboarding and Music Cultures

NORTH ANDOVER, Mass. (Tuesday, June 19, 2012) – Today, **CONVERSE Inc.** announced it will be hosting Converse City Carnage: NYC this summer at Hudson River Park. City Carnage: NYC is a two-day summertime free event celebrating skateboarding and music that will take place from Friday, July 20 – Saturday, July 21. Converse will celebrate City Carnage: NYC with a skateboarding demonstration hosted by Converse Skateboarding Ambassadors, a music concert, and art activations that will encourage creativity.

Converse Skateboarding Ambassadors Kenny Anderson, Nick Trapasso, along with the entire Converse Skateboarding team, will appear at City Carnage: NYC, on Friday, July 20 for a skate demonstration at the Pier 62 Skate Park in Hudson River Park. The following day, Brooklyn-based band Sleigh Bells will headline a free concert in the field adjacent to the skate park with opening acts JEL and Mr. Dream. Both events are open to the public.

“I get out New York City to skate as much as I can; it’s one of the best cities to skate. I think it’s amazing that Converse is putting on an event to support both skateboarding and music. I’m looking forward to skating with everyone and seeing the Sleigh Bells perform,” said Converse Skateboarding Ambassador Kenny Anderson.

Leading up to City Carnage: NYC, Converse will refurbish the Hudson River Park’s Pier 62 Skate Park, a 15,000 square foot park overlooking the Hudson River that will serve as the site of the City Carnage event. Converse Skateboarding will leave a permanent mark on the skate park by replacing the coping in the bowl, one of the largest concrete bowls in New York. The updated skate park located on Manhattan’s West Side Highway on Pier 62 at W. 22nd Street will open on Sunday, July 1.

“Music and skateboarding go hand-in-hand and are focal to the Converse brand. We’re excited to present this free event series that will bring together the New York City music and skateboarding communities,” says Karen Riley-Grant, Converse, Senior Director, North America Marketing.

The second installment of City Carnage: NYC returns to Hudson River Park on Friday, August 17 – Saturday, August 18 with a similar skateboarding event on Friday, August 17 and a free concert on Saturday, August 18 with Converse Rubber Tracks artist VIVA VIVA opening and The Kills headlining the event.

Converse City Carnage: NYC

Friday, June 22

Tickets available at Converse Soho and Converse Garden State Plaza retail locations and The Bowery Presents

Friday, July 20

Converse City Carnage NYC Skateboarding Demonstration

Saturday, July 21

Converse City Carnage NYC Free Concert

For more information, please visit www.BoweryPresents.com.

About Converse

Converse Inc., based in N. Andover, Massachusetts, is a wholly owned subsidiary of NIKE, Inc. Established in 1908, the Converse brand has built a reputation as “America’s Original Sports Company”™ and has been associated with a rich heritage of legendary shoes such as the Chuck Taylor® All Star® shoe, the Jack Purcell® shoe and the One Star® shoe. Today, Converse offers a diverse portfolio including lifestyle men’s, women’s and children’s footwear, apparel and accessories. Converse product is sold globally by retailers in over 160 countries and through 63 company-owned retail locations in the U.S. For more information, visit Converse on the web at www.converse.com.

About Sleigh Bells

The Brooklyn duo Sleigh Bells emerged in the fall of 2009 with rhythmic pop songs that combine overdriven guitar riffs and sugary female vocal melodies. Guitarist/producer Derek Miller teamed up with singer Alexis Krauss after he happened to serve her and her mother at a Brazilian restaurant in Brooklyn. As proof of their winning formula, Sleigh Bells quickly earned the adoration of critics at the New Yorker, Pitchfork, Rolling Stone, The New York Times, and more. Their

debut album, *Treats*, released on Mom + Pop Music in May 2010, ended up on over 150 best-of lists for that year. Their newest, *Reign of Terror*, produced by Miller, is already one of the most acclaimed albums of 2012.

About The Kills

After celebrating their 10th anniversary as a band in February of 2012, the London-based duo The Kills (Alison Mosshart and Jamie Hince) are at the peak of their powers. In the past year, the band have performed electrifying sets at Lollapalooza and Bumbershoot and have appeared on *Conan*, *Late Night with Jimmy Fallon*, *The Tonight Show with Jay Leno* and *Last Call with Carson Daly* in support of their latest offering, *Blood Pressures (Domino)*. Following the release of critically acclaimed albums *Keep on Your Mean Side*, *No Wow*, and *Midnight Boom*, their fourth album *Blood Pressures (Domino)*, released last year, found The Kills delivering their vivid and uniquely gritty post-blues, but with a new level of thoughtfulness and depth not yet explored by the duo. An album tinged with wistfulness and vulnerability, it has an enduring sense of intricacy and richness that intensely blends with their ever-compelling songwriting.

#

Press Contacts:

Lacy Pica/Converse
646.563.7830 / Lacy.Pica@converse.com

Steve Dool/exposure
646.895.7009 / steve.dool@exposure.net