

Press Release
For Immediate Publication

MONTREAL URBAN RACE SEASON 3 IS AVAILABLE ON YOUTUBE SUNDAY, FEBRUARY 14

NEW FACES, NEW CHALLENGES, NEW DRAMA:
Montreal Urban Race is featuring new and exciting game
play with Season 3!



From left to right - Team Blasian, Team Best Coast, Team Fat Cat, Gamemaster, Team Trans Trenderz (Picture by Thibault Buslot)

MONTREAL, February 12, 2016 — Montreal Urban Race Season 3, is soaring through popularity with the upcoming race. This season's Montreal Urban Race will mark the third year in which the race has continued, and that itself is a huge success. The race was solely founded by an independent production, **What's Up Montreal?** in the previous years, **starting in 2013**. The idea of the race

stemmed for the love of the city of Montreal and to shed light on the city's unique individuals!

We've included our collaborators and sponsors into the Montreal Urban Race journey which includes **Skateboards For Hope** who've contributed to the race, as well as **Bell Media (Fibe TV1)**, **what3words**, **Breather** and **What's Up Montreal?**.

About the Contestants

This season, Montreal Urban Race put to the test **4 widely different teams** to ensure if they really know the city of Montreal and to exercise their technics on problem solving. Each of the teams brought different skills, personal experiences and relationships to Season 3 of Montreal Urban Race. The first team of two are: **Dominique and Maycie**, known as **Team Blasian**. These two optimistic individuals have shown their true colors of amity by participating in the hunt. They not only share their work on projects, but also share moments of love and laughter. The second team is **Team Best Coast**, **Sean and Kieran**, they can be best described as being the satirical duo of the family. The two cousins are new comers to Montreal and are drawn to challenges, and no to mention the city's charm! The third team are two sisters who've named themselves **Team Fat Cat** and are previous winners of Montreal Urban Race Season 2. The sisters, **Jessica and Melissa**, have shared a close sibling bond since 21 years and intend to come in first place again! The last team is **Team Trans Trenderz**, who are a dynamic pair: **Lucas and Kayla**, who've changed the face of transgender and put their own experiences to get them ahead of the game. Their friendship is one to take note of: they've shared experiences in their important times of transition and have been close ever since.



Alex Melki (Picture by Thibault Buslot)

About the Gamemaster

We're honored to have **Alex Melki as the Montreal Urban Gamemaster**. In the previous two seasons he's been keeping his identity a secret and is now ready to mark his presence in the spotlight. Alex Melki is a renowned host for **MTL Blog on AnchormanMTL** and a **TV and Website host on What's Up Montreal?** He's made a big name for himself in his hosting roles, and is now coming forward and taking on the recognition of the Gamemaster. He will be throwing game changing puzzles, clues and a touch of humor to the competitions. As the Gamemaster, he plays a monumental role in the game play of the race and the actions of the contestants!

For more information, check out the Montreal Urban Race website at www.mtlurbanrace.com, as well as the following links:



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