



SIMPLE  **SESSION** **20**

Sold out Arena

Simple Session 20th anniversary event ticket sales rose by 20% in tickets sold (compared to 2019). Total of more than 9000 people visited Simple Session main event at Saku Arena, making it a sold out event on Sunday during the finals. Simple Session tickets were sold to 30 countries. The event hosted around 1300 international visitors.



Over 4000 people visited SS20 concert/club nights program

Simple Session club and concert program took place in Club Studio, Kultuurikatel and Club Hollywood and featured artists like 5Miinust, Wateva, Reket, Yasmin, Olson Twins (FRA), Paul Oja, Critikal and many more.



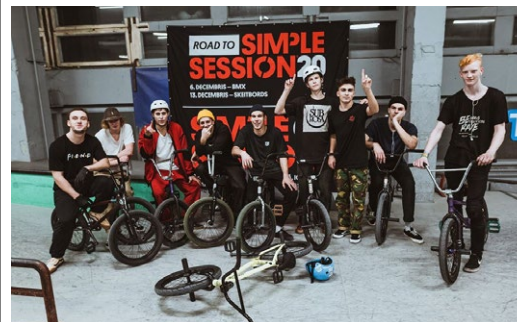
“Life is Just a Ride” premiere in Apollo Cinema

Simple Session 20 Year Anniversary themed lifestyle documentary premiered in Apollo cinema for the sold out venue.

“Life is just a ride” is a documentary that brings the positive mindset of three different characters during Simple Session, one of the biggest action sports events in the world, to the big screen. Reed Stark is a world-renowned BMX rider from the United States. Madars Apse is one of the best European skateboarders, whose professional career began at Simple Session. Risto Kalmre is one of the masterminds behind the event that came to life from a pile of dirt 20 years ago in a small Northern European country, Estonia. The movie also features Bam Margera, Darryl Nau and many other well-known people in the scene. “Life is just a ride” is a thought-provoking and uplifting movie that works as an antidote to bad mood, poor weather or when the ju-ju is just not working for you.



Road to Simple Session qualification events all around Europe



Simple Session featured a Kendama stage and activities

For the first time Simple Session featured a Kendama Stage and contests in cooperation with two world's best Kendama brands Sweets Kendamas and KROM. Simple Session hosted over 20 world best Kendama players from all over the world.



Outdoor poster campaign

Outdoor campaign on JCDecaux bus shelters, city lights and dynamic stands totalled 1200 posters. During event week Clearchannel Tartu mnt posters were added.



JCDecaux



Collaboration with Rocca al Mare and Kristiine shopping malls

Simple Session TV clips on indoor screens and radio in Rocca al Mare and Kristiine shopping malls and outdoor LED screens in Rocca al Mare shopping malls for three weeks period. Special Kendama events in both malls (6th and 7th of February).



Simple Session LIVE TV broadcasts internationally on Red Bull TV and Amazon Prime and locally on Kanal 12 and Postimees. We also produced Simple Session highlights shows that were distributed to channels all over the world. News and highlight clips were on air on big TV channels all over the globe.

