

X Games

The X Games are a relatively new forum for athletic competition based upon the structure of the Olympic Games. While the Olympics have been in existence for thousands of years, the first X Games were held at Mountain Resort in Big Bear Lake, California in 1997. Athletes in both games compete for Gold, Silver and Bronze medals, indicating first, second and third place in an event. Olympic athletes receive only a medal but X Games winners also receive prize money.



The events at the X Games are all modern and didn't exist even just 25 years ago. The Winter X Games include new sports like snowboarding and snowmobiling. The Summer X Games focus on skateboarding, BMX bicycle and MotoX competitions. The X Games are thrilling to watch. The daring athletes do tricks high in the air that defy gravity and keep the audience at the edge of their seats.

The X in X Games stands for extreme. While the Winter and Summer Olympic Games look to find the fastest and strongest athletes in traditional events like running, broad jump, discus throwing and swimming, the X Games emphasize daring tricks using equipment that is cutting edge. Who would have thought that doing air tricks while on a small bicycle could be anything but a circus act?



But these unusual new sports have gained wide acceptance and the ESPN covers the X Games live. Maybe the skateboarders look like they've just come off the street but bicycle and BMX riders are covered with advertising just like NASCAR drivers. The X Games are big business.