



**Press Release**  
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## **UNIT BMXER JED MILDON LANDS WORLD'S FIRST TRIPLE BACKFLIP!**

New Zealand BMXer Jed Mildon has created action-sports history by landing the world's first Triple Backflip at the Unit T3 Mindtricks BMX Jam in Taupo, New Zealand.

Mildon, 24, stomped the three rotations perfectly during the free-to-the-public BMX show in his home-town on Saturday.

A representative of the Guinness Book Of World Records was on hand to witness and approve the ground-breaking trick that is sure to send shockwaves through the two-wheeled action-sports industry.

"This is the perfect result to three intensive months of practising and training for this moment," said a thrilled Mildon.

"The impact and implications hasn't sunken in yet, but I'm so pumped to have aimed for something once deemed impossible and made my dream a reality.

"Landing with both wheels on the downramp was the most amazing feeling in the world!"

The Unit T3 Mindtricks BMX Jam in Taupo was held at a public recreational park, with Mildon carving an 20m (66ft) high super-ramp into a hillside that flowed through a 3.6m (11ft) high super-kicker to Jed's purpose-built Mega-Megabox landing.

Unit founder Paul Everest congratulated Mildon on his amazing feat.

"Jed has proven himself to be one of the world's best BMX riders and we salute him for having both the drive and ability to change the face of action-sports."

An estimated 2000 spectators and some of New Zealand's best BMX riders converged on Spa Park for the Unit T2 Mindtricks BMX Jam and to witness Mildon's historical feat. Mildon also attempted the world's first Double Backflip Tailwhip after his successful Triple attempt, but cased the landing. He walked away unscathed.

The Unit T3 Mindtricks BMX Jam was made possible with the help of Unit, Bikefest and Taupo District Council, MB Century, McDonald's Taupo, theairbag.co.nz, foampit.co.nz and Pilgrim Bike Co.

To view Jed's history-making triple backflip online click on the following link:

YOUTUBE: <http://www.youtube.com/watch?v=4eTMDkbS0fc>

For the background story visit:

**YOUTUBE:** <http://www.youtube.com/watch?v=IrCIIqn6uhM>

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