



## **UrbanScooters.com to Appear in National Television Ad Promoting the Release of Vivendi Universal Games' "Spyro, A Hero's Tail"™**

*UrbanScooters.com announced today that in cooperation with Rad2Go, they will be providing 60 Leopard Shark electric scooters as grand prize in a nationwide promotion celebrating the release of Vivendi Universal Games' "Spyro, A Hero's Tail"™.*

SOUTH PASADENA, CA ([PRWEB](http://PRWeb)) November 7, 2004 -- UrbanScooters.com announced today that in cooperation with Rad2Go, they will be providing 60 Leopard Shark electric scooters as grand prize in a nationwide promotion celebrating the release of Vivendi Universal Games' "Spyro, A Hero's Tail"™.

"Spyro is tremendously popular with the same crowd fueling the electric scooter craze that's taken hold of our nation," said Frank Minero, UrbanScooters.com CEO. "We're excited to be part of the Vivendi Universal Games' promotion celebrating the release of Spyro's latest adventure."

3 Rad2Go Leopard Shark electric scooters and 25 Spyro, A Hero's Tail games for the PlayStation®2 will be given away in each of 20 top US Nielsen rated television markets. UrbanScooters.com and Rad2Go will be presented as offering the electric scooter portion of the giveaway in the final ten seconds of a thirty second televised advertisement. The ad is scheduled to appear on top broadcast television and cable systems from November 15, 2004 until the end of January 2005. Spyro fans are advised to watch for the ad running in their local market for details on how to win.

In Spyro A Hero's Tail, Spyro must save the Dragon Realms from the Evil Red Dragon who has planted light-sapping Dark Gems all over the Dragon Realms in an attempt to capture and control the world. With the help of his allies, Spyro must seek out and destroy all of the Dark Gems to return the lands back to normal and to save the Dragon Realms from the evil dragon's tyrannical control.

### **About UrbanScooters.com**

UrbanScooters.com is America's #1 online destination for brand name electric scooters, gas scooters and pocket bikes. They have been offering a wide variety of motorized scooters and bikes since 2001. UrbanScooters.com is known for brands you trust, service you count on, discount pricing, their huge selection, free shipping and top notch customer service. For more information visit, <http://UrbanScooters.com>

### **About Rad2Go**

Rad2Go is a California based company that got its start during the 1980's manufacturing roller skates, inline skates and push scooters. They have been engineering a quality line of Rad2Go electric scooters and vehicles since the beginning of the electric scooter craze in the late 1990's. To date they have sold over 100,000 Rad2Go scooters and vehicles and sales continue to grow year after year.

### **About Vivendi Universal Games**

Headquartered in Los Angeles, VU Games is a leading global developer, publisher and distributor of multi-platform interactive entertainment. Its development studios and publishing labels include Blizzard Entertainment, Sierra Entertainment, Fox Interactive and Massive Entertainment. VU Games' library of over 700 titles features properties such as Warcraft®, StarCraft®, Diablo®v and World of Warcraft® from Blizzard Entertainment®; Crash Bandicoot®, Spyro The Dragon®, Empire Earth®, Leisure Suit Larry®, Ground Control® and Tribes®.



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<http://urbanscooters.com/?engine=PRWeb+Nov+2004&amount=.01>

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