



Disney XD boards Shreduction

Boy-skewing cablenet Disney XD has acquired season one of snowboarding series Shreduction (13x30') from distributor **Re:think Entertainment** for the US, UK, Latin America, Japan, Central Eastern Europe and Nordic territories.

Disney XD will begin the international roll-out of the series, produced by Canada's Riverbank Films, throughout 2009 and 2010, with the US premiere set for September 14, 2009.

Shreduction is the brainchild of Riverbank Films and Canadian snowboarder Jesse Fulton, who opened his own snowboarding school and recruited a group of up-and-coming US and Canadian riders. Jessie trains the children, and in the case of some of the older kids, prepares them for the 2010 Winter Olympic games.

The show's second season is in production now and season three will start production in October.

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