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It is time to fall free

Everyone who has seen the latest Mountain Dew commercial featuring Salman Khan and the new, exciting adventure sport of wingsuit flying has wondered how it feels to jump from that height. However, you do not need to travel to New Zealand like Salman to test your adventure quotient and discover your *Darr Ke Aage Jeet Hai* moment as Mountain Dew now brings the same excitement to your city with Mountain Dew's Xtreme Fall.

As part of Mountain Dew's Xtreme Fall experience, a crane will lift you to a 50 feet height and all you have to do is... fall free. A sip of Mountain Dew will help you conquer your fear of height. Once you leap to your fate, feel the adrenaline pumping through your body.

You also get to go home with a certificate proving your fearlessness and a video via Facebook to help you conquer your anxiety next time you are scared. Spanning two months, Mountain Dew Xtreme sampling Xperience is visiting 30 cities across India.

So Dewholics, visit Facebook.com/MountainDewIndia and find out where to catch the Xtreme Fall action this weekend. Be a part of the action in Delhi at Metro Walk Mall, Rohini on the 8th, 9th and 10th of April and GIP Mall, Noida on the 11th, 12th and 13th of April.

