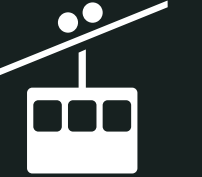


On the search to scratch the 'itch', some individuals seek out danger, or a potential hefty hospital bill. Breaking down the idea of risk/reward, the map illustrates how the excitement and challenge of these activities can sometimes overshadow the serious and lasting consequences they may bring. By mapping out these aspects, it becomes more clear that the thrill of high-risk sports often carry significant risks that might not be justified by the **rewards**.



- 1 RISK = ?
- 2 SUCCESS
- 3 IMAGE
- 4 INJURY
- 5 SPONSOR
- 6 MEDIA
- 7 DEATH
- 8 RECOGNITION
- 9 VIRAL
- 10 DOCUMENTARIES
- 11 FAME
- 12 ACCESS
- 13 ORGANIZATIONS
- 14 REGULATIONS
- 15 GATEKEEP
- 16 ETHICS

As extreme sports continue to capture mainstream attention, a surge in professional leagues and international events seems inevitable. This growing recognition will open doors for athletes, offering sponsorship deals, endorsements, and extensive media coverage, turning some into legends. These role models of fearlessness will serve to inspire others to push their own limits. The culture of extreme sports is evolving, becoming more inclusive, diverse, and conscious of its lasting impact.

But the question remains: **what does risk truly equate to?** What happens to those who are forgotten, and how far can limits be pushed? Some may find themselves forever chasing the next big jump or trick, while others become cautionary tales, reminders of the inherent dangers. The future of extreme sports may promise recognition and prestige for a few, but for many, what remains is the lingering question of whether the risk was ever truly worth the 'reward'. Ultimately, to say that risk equals reward feels arbitrary.

