Ricardo Laguna is a Mexican American professional BMX dirt rider and TV personality who has been taking Vegas by storm!

Laguna had a humble childhood and was born and raised in La Paz, Mexico, where he lived till he was 8 years old. Seeking a better lifestyle, his parents moved the family to Tijuana, Mexico where they resided for 5 years. In search of American citizenship, Laguna's family sacrificed once more when he was 13 years old and moved to Las Vegas, Nevada. He found himself struggling with the language barrier and although learning English was a challenge, he eventually managed to overcome the hurdle. It was in Vegas where Laguna took an immediate liking to bike riding, catapulting his career as a well-known dirt jumper.

In 2003, at the age of 21 Laguna went pro and has been dirt jumping ever since. In 2004, he was ranked #1 Latin-American Dirt Jumper. Since then, he has participated in numerous pro BMX challenges around the world. He also created the "Ricardo Laguna Pro Dirt Challenge" and the "Ricardo Laguna Rail Jam" that take place every year at the Extreme Thing Sports and Music Festival held in Las Vegas. In 2011, his hometown of La Paz opened a bike riding dirt park named after the pro BMXer. Laguna was ecstatic to be involved in the project and even helped with the labor, building the park from the ground up!

Laguna is a down-to-earth free spirit that is "prepared for the best and the worst." He laughs and says "Anything can happen; you play the game and pay the price!" There is no stopping him. "I am going to be someone. There's no holding me back! No sugar coating. No restrictions!" he explained when asked what is next for him in his career. With his new television show The Ricardo Laguna Project set to air on MTVtres on March 14th, 2012 (produced by Wilmer Valderrama), there is nothing this Latino-born biker can't do! The reality show takes us on a tour of Laguna's personal life, capturing his day-to-day experiences with his family and career. Be sure to tune in to find out more about the true Mexican American rags to riches story of the "Pro King of Dirt!"

Words by Amara C. Serrano

Photography by Tr3s: MTV, Música y Más.