

TRANSWORLD

THE WORLD'S #1 SNOWBOARD MAGAZINE

SNOWBOARDING



FREE
TRAVIS RICE
POSTER INSIDE!

IT'S A
STEAL
HALF-PRICE MOUNTAIN
CREEK TICKETS

Devun Walsh, Valdez, Alaska.
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VIDEO PREVIEW

—An Insider's Guide, Page 110

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PHOTO: Branca Nitzsche

LET THE KIDS RIDE!

The pursuit of snowboarding grows only so far through videos, contests, and pros. Keeping the shred collective healthy and thriving entails giving back to the community and sharing the fun with others. Luckily, many shredders understand this need and have responded by creating programs to make snowboarding more accessible and to get more riders stoked on snowboarding and its culture. Even if you don't live by the mountains, chances are there's a program that will take you there. If you're one of the lucky ones, get out there, lend a hand, and spread the shred!—**B.G.**

BIG SKY YOUTH EMPOWERMENT

BYEP was founded in 2001 to connect disadvantaged youth with the outdoors in hope that taking kids outside creates changes inside. Started by avid snowboarder Pete MacFadyen, this youth program provides numerous outdoor opportunities in southwestern Montana. BYEP's high retention rate keeps youth involved down the road and sets them up with their own personal gear. Empower yourself and others here: byep.org.

CHILL

Founded by Jake Burton in 1995, Chill has mentored some 12,000 underprivileged kids and inner-city youth through boardsports across the country. From Baltimore to L.A., the program reaches out to kids in nineteen North American cities as well as Innsbruck, Austria and Sydney, Australia. Chill teaches at-risk kids how to snowboard and build life lessons over six weeks every winter by hooking up all the snow essentials, instruction, and transportation. Find out how to Chill at burton.com/chill.

HOODS2DAWOODS

Hoods2DaWoods is an emerging program that takes at-risk youth from San Francisco to Lake Tahoe while teaching them how to snowboard. The program is led by a small group of snowboard enthusiasts whose goal is to take kids out of their current envi-

ronments and provide them with new experiences and overcome fears. Hoods2DaWoods is aided by fundraisers, sponsors, and local snowboard shop SFO. Get out da hood here: h2dw.org.

THE SNOW DAYS FOUNDATION

This non-profit set out to "get kids stoked" and has been doing so since 2004. The vision of snowboarder Travis Parker and teacher Patrick Edwards has grown to empower and enrich kids' lives through snowboarding in Oregon and Alaska. The program focuses on middle and high school students who come from challenging neighborhoods, poverty, or single-parent households. This program has also partnered with Self-Enhancement Inc., one of Portland's most respected youth mentoring programs. Get involved at snowdaysfoundation.com.

SNOWBOARD OUTREACH SOCIETY

SOS has partnered with numerous resorts, youth agencies, foundations, and snowboard companies since 1993 to build character, decision-making, and self-esteem in youth through snowsports and curriculum. With a network of resorts and gear across the country, SOS reaches thousands of kids every winter to build upon their five core values: Compassion, Courage, Discipline, Integrity, and Wisdom. Check out SOS at sosoutreach.com.



SHAUN WHITE 4 TARGET WHITE LAUNCHES STREETWEAR LINE.

Shaun White and Target launched his new line of streetwear this summer and reaffirmed the fact that he's not only an icon, but an industry. The limited-edition line hit the shelves on July 27 and is slated to remain in stores for just 90 days. The catalog describes the clothes as "cool without being pretentious and exclusive without being expensive." Shaun and his brother Jesse worked closely with designers every step of the way. The two chose everything from colors and fabrics to fits and graphics. And actually a majority of the art appearing in the line is Jesse's own.

The single-release collection includes slim-fit jeans and shorts, tees adorned with art, plaid button-ups, and couple of classic and comfy-looking hoodies. It's simple stuff offered at entirely affordable prices.

We decided to put a few of the pieces to the test, in the name of journalism, of course and not because we might've been out of clean clothes that day. And by all indications the clothes withstood the rigors of the "action-sports lifestyle."

The tees soaked up our back sweat nicely, and the crotch of the jeans maintained its integrity, despite repeated inadvertent contortions while skating a mini ramp. However, we were disappointed to discover that donning these clothes didn't help us secure credit card or computer sponsors, allow us to lock down dates with Hollywood A-listers, or inspire anyone to bestow us with nicknames that describe fruit in flight. On second thought, we can live without the latter.

wheelers and gravel trucks across the country. Keep on truckin', ams, your payday will come.

These Days filmers **Corey Koniniec** and **Gary Milton** spent the summer in the deep recesses of the *Transworld* office editing *These Days*. And from the few clips we've been able to peep, *These Days* is looking like it could be the best shred video ever, not that that were biased or anything. But for real, shit's gonna be good. Get your copy before it sells out.

In recession news, **Quiksilver** is selling **Rossignol**, no word yet on potential buyers, but Quik's head honcho Bob McKnight cited the "challenging economic climate" as one of the reasons for the sale. The economic toke just

keeps getting harsher.

Jared Johnson was recently "relieved" of his Dragon team manager duties, but has taken his newfound free time to start converting diesel engines to run off waste vegetable oil full-time. And with the price of gas nearing five bucks in So Cal, he couldn't have timed the career change better.

Scooters seem to be the new fixed-gears among the shred community. (Insert scooter joke here.) It could be an eco-trend, but odds are it's just a matter of economics for so many of the snowboarders who drive oversized trucks. Our sources report that **Eero Ettala's** cruising something that resembles a Vespa. **Pat McCarthy's** mobbing a Ruckus, and Bonfire's newest recruit **Jared Hadi** was

spotted doubling **Jonas Michilot** around Portland on his mom's Vespa. Isn't that cute?

Oh, and in tougher guy news, **Jon Kooley** recently built his own motorcycle. **Aaron Biittner** bought a new Harley Nightster, and **Sketchy D's** has also been seen getting sketchy on his Harley. And in embarrassing birthday news, **Joe Sexton** was so "excited" on his 21st birthday that he commandeered **JP Walker's** motorcycle and then crashed it into The Don's house. Damn, son.

In resort news, apparently the economic slump hasn't affected the shred industry yet, because the National Ski Area Association recently announced that resorts across the U.S. tallied about **60-million visits** last

winter, making it the best season (for number of visitors) on record.

And with the seemingly endless winter many of us experienced, last season could definitely also be considered one of the best for snowfall. Resorts across the country saw record snow/fall, and in spots like **Aspen Snowbird**, and even **Willamette Pass** in Oregon, the banner winter allowed for lift-accessed shredding into June.

Consider this: resorts in both the Northern and Southern Hemisphere were operating at the same time this summer. Maybe global warming will be a good thing for us snow junkies.