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adidas Canada Launches Skateboarding Program

Toronto, June 1, 2007 – adidas Canada is proud to announce the official launch of its skateboarding program, which welcomes five skaters to its new national flow team.

Joining Mitch Charron, who was the first Canadian to ride flow for adidas Skateboarding, will be a handful of Canada's best skaters including Mike Vince, Sam Klassen, Wojtek Zawada, Rob Piontek and Mike McCourt. Hailing from parts all over Canada, the new team reflects the authenticity of adidas' history and represents the crop of skaters working on keeping Canadian skateboarding full of style and innovation.

"We want to grow a program that epitomizes what we all love about skating and adidas – style, authenticity and originality," notes adidas Canada Senior Marketing Manager, Micki Rivers. "We are really happy that we've succeeded in doing this with Mitch first and now our new team additions."

The new national flow team is a part of adidas Canada's overall development of an autonomous skateboard program. This will go hand in hand with the line of adidas Skateboarding products that launched spring 2006 globally and have been available at select retailers across Canada. At the grassroots level, the program will also be working with highly respected videographer Ryan McGuigan on his new project *The Green Apple Family Tree*, releasing in fall 2007. The collector's edition box set will include all the previous *Green Apple* videos plus a new full length video entitled *Supper's Ready*, with parts from both Mitch Charron and Mike Vince.

adidas Skateboarding Team Marketing Manager, Bryce Kanights states, "Throughout skateboarding's history Canadian skateboarders have greatly contributed to its influential style and incessant progression. In fact, several of the world's top professional skaters have emerged from within Canada's borders. I'm excited to see this program and its select group of riders move forward and continue to contribute along those lines."

Since launching a year ago, adidas Originals continues to make many inroads into the skateboard community, adding renowned skaters like Mark Gonzales, Dennis Busenitz and Tim O'Connor to their Pro team. Further details on the global program can be found at www.adidasskateboarding.com.

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adidas Canada Skateboarding Team

Mitch Charron

Resides: Vancouver, British Columbia

Mitch Charron was the first Canadian to ever be put on adidas Skateboarding direct and when you watch him skate, you quickly realize why. Besides having a hardflip that is unmatched by any other, Mitch is a skater that intentionally chooses to do good tricks, and pulls them off with natural style. From skating to how he is in everyday life, Mitch personifies a rare sense of genuineness. He has had footage in videos including *Port Moody Blues*, the *Antisocial Video* and will be featured in the new Green Apple release, *Supper's Ready*. In addition to adidas, Mitch skates for Antisocial Skateboard Shop, Village Green Skateboards and WESC.

Rob Piontek

Resides: Bowmanville, Ontario

Rob skates absolutely anything in front of him and possesses the type of board control that only naturals have. Whether it's the biggest set of stairs imaginable, half pipe or a rusty wobbly rail in the middle of nowhere, he will skate it fast and without any hesitation. On top of it all, Rob has a golden personality to match his talent. He has been featured in SBC Skateboard Magazine and filmed full parts in two Alcatraz videos including the most recent release, *Chairmen of the Board*. Other sponsors that Rob skates for include Alcatraz Skateboard Shop, Real Skateboards and Spitfire Wheels through S & J's Distribution.

Mike Vince

Resides: Vancouver, British Columbia

Mike is one of those skaters who just has it. The good style, snaps and go-to tricks that leave people wondering what they just saw. Undeniably one of the nicest, funniest skaters around, Mike has been traveling quite a bit these past couple of years, garnering photos in magazines like Color, SBC Skateboard & Concrete Skateboarding. He has also had guest footage in *Modern Love*, *Baby Steps* and will have a full length part that is sure to blow minds in the upcoming Green Apple production, *Supper's Ready*.

... *adidas Canada Skateboarding Team cont'd*

Mike McCourt

Resides: Toronto, Ontario

Mike is a Canadian legend, a complete enigma. What is never questionable, however, is his talent when it comes to skating. At the age of 14, he was on Vans direct (not the easiest task for a skater from Ontario) and was also once put on a board team completely unbeknownst to him. The point is that Mike McCourt is *that skater* everyone aspires to be: effortless style, natural talent and flick like no one else. At 22 years old, Mike has achieved more in skating than many others twice his age. He has had coverage in every Canadian magazine to date and in Transworld Skateboarding too. As for footage, you can see Mike in original video magazines like *Skate Canada*, *5 foot 12*, *BSE* and a featured part in 2005's *Modern Love*.

Wojtek Zawada

Resides: Toronto, Ontario

Simply put, Wojtek is the future. He is capable of pulling off tricks that the majority of skaters can't even think of yet. Wojtek is constantly finding new ways to approach a spot, skating things that others pass by daily and usually ignore because "it's been done." It is this exact creative sense to see things in a different way – whether it's in his skating or his comic art – that sets him apart from his peers. He has built a solid reputation for himself in Ontario with several Toronto video parts, as well as coverage in SBC Skateboard and Transworld Skateboarding. Outside of adidas, Wojtek also rides for Surf Paradise.

Sam Klassen

Resides: Winnipeg, Manitoba

Sam is a modern throwback to that timeless era of skating in the nineties. He skates fast, with ease and above all else, style. Whether it's flying down an indoor parking lot towards a waist high ledge or cabbing Winnipeg City Hall, Sam makes the most technically difficult and dangerous tricks look effortless. He has had a pretty prolific career up to this point with full video parts in *Buddycam*, *Bunkins* and SK8 Skates videos *Chapter One* and *Third Try*. Currently, Sam rides for SK8 Skates in Winnipeg.

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