



**WHAT:** Go Skateboarding Day

**WHEN:** June 21, every year

**WHY:** Go Skateboarding Day is the global holiday created to support skateboarding, an activity with more than 25 million participants though out the world. This holiday focuses on encouraging all to grab a board and go ride, and drive business to our core foundation – the core skateboard retailer.

**HOW:** It's up to YOU to **create an event, post it on the goskateboardingday.org** web site and get things rolling. Whether you do it to raise awareness in your town about the growing number of skateboarders or to increase your business and create loyal followers, or just get everyone you know on a skateboard- you create it and we'll help promote it!


**WHAT'S NEW:**

**Collectable Art:** Legendary skateboard artist and former art director for Santa Cruz skateboards, Jim Phillips Sr. created the fourth in our artist series of collectable posters promoting Go Skateboarding Day. You'll find a limited number of signed posters being auctioned on different web sites for charity and as contest giveaways.

**Utilize GSD for your Charity:** IASC would like to encourage everyone to include a cause-related aspect to your event or promotion. Charities around the world have benefitted by doing an event on June 21. Focus on a charity- give something back to your community, whether it be the skate community, your local community, young people, people combating disease...whatever it may be, contribute to doing good in our world and it will come back to you.



**Media Contact: Press, Editors, and Media please contact:**

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### What's it all about?

Go Skateboarding Day is the global holiday dedicated to skateboarding. IASC created a day when every skateboarder in the world can **focus 100% on skateboarding**. While most of us skateboard just about every day of the year anyway, this one day is dedicated to supporting skateboarding in **any and every way you can think of**.

Go Skateboarding Day has also become the busiest day of the year for skateboarding. The underlying focus is that our **core skateboard retailers** to benefit from this event by bringing customers into their stores. We all have a responsibility to protect the core spirit of skateboarding by keeping the true skateboard retailers alive and kicking and core skateshops are the front lines of skateboarding.

With the help and support of everyone involved in skateboarding, the power of this global group focus is immense. Every skateboard manufacturer reaches out to every retailer and every retailer reaches out to every skateboarder, creating a world-wide chain reaction of **fun!**

### In 2010, Go Skateboarding Day's grew around the world:

- 67 million+ media impressions were collected from local and global media
- 8000+ hits on Google from blogs, media sites, kids web sites, school web sites, and more!
- 3500+ Go Skateboarding Day specific video clips on Youtube.com
- Go Skateboarding Day **outgrew our Facebook page**- by reaching the maximum capacity of friends. Now you'll find our fan page alive and kickin and ready to help promote your event!

And an unknown number of underground and individual celebrations happened around the globe! This is the grassroots movement of the century, proving that skateboarders are a force to be reckoned with! Please spread the word and encourage as many people as possible to drop all of their commitments to the everyday rat race of society and GO SKATE!

According to a 2010 TransWorld Business Survey “...25% of retailers said they saw a significant rise in sales leading up to and during Go Skateboarding Day.”

### Here's what some of the retailers who have participated in the past have said:

#### Cowtown, Phoenix, AZ

Looking at everything skateboarding has provided for all of us, every day should be go skateboarding day. We utilize June 21st as another opportunity for us all to celebrate and give back to our community, our loyal customers, and one true passion...skateboarding.

-Trent Martin 2010

#### Sun Diego, San Diego, CA

Go skateboarding day was the best Saturday in June, by far, and is still the largest single day increase year to date.”

- Dave Nash, 2009

#### 3rd Lair Skatepark & Skateshop, Burnsville, MN

Any excuse to have a rad event is what we are all about at 3rd Lair. Turning kids into lifelong skateboarders is our mission and anything that can help us accomplish this goal - we welcome it with open arms and feet. We use Go Skateboarding Day as opportunity to open the house and let everyone skate for free as well as give free skateboard lessons to anyone who wants to learn. This is the one day each year we do this and it seems to be working, since a lot of people are willing to try something when its free. Once they try it and enjoy themselves, it's the first step into turning somebody into a lifelong skateboarder. Go Skateboarding Day is great for our business and we will continue to keep this tradition going for a long time!

- Mark Muller, 2008



## Take Action!

Here are some of the goals for Go skateboarding Day 2011. With the help of every skateboarder out there, we will have our global holiday!

- Get as many people as possible on a skateboard and having fun on June 21.
- Create awareness and promote skateboarding on a local level. (work with your city officials to make the holiday even more legit!)
- Get every skateboard manufacturer, retailer and magazine to create their own event or get involved in your Go Skateboarding Day events and promotions.
- Increase awareness and sales for our core retailers by sending traffic to their stores
- Get editorial and Go Skateboarding Day advertising in every newspaper, magazine, Web site, television, radio and media outlet around the world. (All major skateboard magazines have committed ads / PR, which will be hitting in May and June.)
- Get all of us the hell out of the office and skate!

## What can you to do?

- Post your event or promotion on [Goskateboardingday.org](http://Goskateboardingday.org)
- Create your own Go Skateboarding Day event for your employees, team, family, or community.
- Promote Go Skateboarding Day within your marketing.
  - Include Team Rider involvement
  - Create custom promo pieces [posters, stickers, banners, etc.]
  - **Use the Go Skateboarding Day logo everywhere:**
    - Advertisements
    - Web sites
    - Receipts
    - Commercials
    - Outgoing shipments
    - Everywhere!
- Pass this info on to your vendors around the world and get them involved.
- Ask the manufacturers and retailers you work with what they are doing.
- Mark your company calendars: Go Skateboarding Day, June 21
- Alert the Media! Spread the word! Tell everyone!
- Get involved...this is our day!
  - **Manufacturers:**
    - Create your own Go Skateboarding Day promo packages and send them out to your retailers
    - Create some interesting incentives and packages for the retailers who partake.
    - Promote it on your ads
    - Send your staff skateboarding!
  - **Retailers**
    - Talk to the manufacturers you work with to ask for their support with promotion, staff, prizes, etc. Utilize the easy but fun events like Emerica's Wild in the Streets, the Krux kickflip challenge, or the Sector 9 poker run! (there are many more out there- just contact your best accounts)
    - Utilize logos and other materials to create your own event and promote it locally.
    - Purchase Go Skateboarding Day T-shirts – proceeds benefit the Go Skateboarding Foundation and keep the holiday alive!

For more info in Go Skateboarding Day information, check out [www.Goskateboardingday.org](http://www.Goskateboardingday.org)



## **Go Skateboarding Day Promotions and Contests**

### **IASC PROMOTIONS FOR GO SKATEBOARDING DAY 2011:**

**IASC promotes Go Skateboarding Day** through all available promotional channels:

- Advertisements in all skateboard-related magazines,
- Pitching editorial to national publications, newspapers, television and other media outlets. IASC will include your event on our Web site and other event listings so those in the area can come on by! We'll also include as many events as possible in our editorial pitches.
- Info and Events listed on Goskateboardingday.org
- IASC members post information on their Web sites and link to the GSD.org web site where your event or promotion will be listed and linked back to your site.

### **SKATEBOARDERS- YOU COULD WIN!**

#### **Win a Scholarship to Woodward Skatecamp**

The normally tight criteria to win a scholarship gets a twist on Go Skateboarding Day.

Submit photos or video of what you did on Go Skateboarding Day and you'll be entered to win a scholarship to skatecamp. Those who support a charity related cause on June 21 will receive special consideration.

Submissions will be judged on creativity, passion for skateboarding, and viewpoint. Weather you skate by your self or with a crew, on curbs, ramps, parks, or hills- show us what gets you rolling! Did you get one new person on a skateboard or 10? Did you shred something recycled, a secret spot, or a ramp you built yourself? Show us the photos or video and write an explanation of what it means to you to be able to skateboard.

Go to Goskateboardingday.org for more information.

#### **Send all entries before July 2nd to:**

IASC

ATTN: Best Go Skateboarding Day Contest

22431 Antonio Parkway

Ste B160-412

Rancho Santa Margarita, CA 92688

Email [info@skateboardiasc.org](mailto:info@skateboardiasc.org) for more information

\*All submitted documentation becomes property of IASC for promotional use

\*Winners will be announced August 2, 2010



## Tips on How to Get Things Rolling!

### ALERTING THE MEDIA\*

Gather contact information for local TV and radio stations, newspapers and weekly publications by looking for their info online or in the phone book. Call or email the editors or walk into the office and tell them what you're doing, and why. Confirm fax and email addresses of media you have targeted for alerts/advisories/releases. Determine the most preferred distribution method for each media outlet. Don't hesitate to send the alert to more than one person in each news department.

Plan ahead when contacting the media—news editors are more likely to give you their attention when you have your information thought through in advance.

Use the What, When and Why from the contents page of this info kit as well as your own specific event info (date, location, attendees, celebrities, contact info, Web address, etc.) to create your own document or letter about what's going on.

### TOOLS AND MEDIA INFO:

#### Pre Event:

- Media Alerts are sent out to all newsrooms three weeks before your event. By submitting your own event, you will automatically create a custom Media Alert.
- Media Advisories are sent out the week before and the week of your event to all newsrooms.

#### Post Event:

- News Releases are sent out the afternoon after your event, with photos. Take digital photos of the event. Select 1-2 great pictures to email with your news release.
- Send photos and wrap-up info to [Laurie@skateboardiasc.com](mailto:Laurie@skateboardiasc.com) and post your info on the GoSkateboardingDay.org web site.
- If you're a retail shop, enter your photos in the Documental contest (see rules & regs)

At the end of the day, fax and email your press release to all media personnel on your list, whether they attended or not. Email the photo to those who would be interested. This will ensure maximum exposure afterward.

\*From [AmericaWildintheStreets.com](http://AmericaWildintheStreets.com)