



Press kit - 06/13

WHEELS TO GROW

QUIKSILVER  Vuerich B. 



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IN EARLY DECEMBER, JAVIER MENDIZABAL AND THE QUIKSILVER BY VUERICH B PROJECT TEAM TRAVELLED TO PHNOM PENH TO MEET THE SKATEISTAN TEAM AND THEIR STUDENTS.

This marked the beginning of an exciting new collaboration to release a range of sunglasses made out of recycled skateboard decks to help support Skateistan.

Each handcrafted pair of sunglasses is outfitted with top of the line Carl Zeiss lenses, and some of the skate decks were previously used at Skateistan Cambodia.

As an ambassador of the Quiksilver Foundation, Javier participated in all of Skateistan Cambodia's day-to-day activities with the students, hosting workshops on the mechanics of a skateboard, giving trick tips to the staff and students, and doing skate demos.

Through their shared passion for skateboarding, Javier was able to inspire and motivate the students of Skateistan to push their own skating to new levels.

At the end of his week long visit, Quiksilver and Skateistan celebrated the collaboration with a Skate Jam, which included art workshops and contests for all ability levels, with prizes donated by the Quiksilver Foundation.

The whole experience is exposed in the short film 'Wheels to Grow' following Javier and Quiksilver Foundation during their visit to Skateistan Cambodia.

The film demonstrates how skateboarding can not only bridge cultural barriers, but it can also be used as a tool for self expression, creativity and access to education.





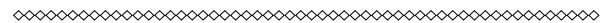
ABOUT SKATEISTAN CAMBODIA

SKATEISTAN CAMBODIA BEGAN AFTER BENJAMIN PECQUEUR BROUGHT HIS SKATEBOARD TO THE YOUTH CENTRE WHERE HE WORKED IN PHNOM PENH.

The children swarmed him and were eager to learn this new sport. Skateboarding was entirely new to Cambodia, but it didn't take long to rally support. The youth centre helped build a small skatepark, the first one in Cambodia, to add to their sports and recreation programs. It was clear that skateboarding was a great way to engage young Cambodians as well as Afghans, and so Benjamin reached out to Skateistan founder Oliver Percovich. Within a few months Skateistan Cambodia would be Skateistan's second project, after its initial success engaging young Afghans in Kabul, Afghanistan.

With Javier's involvement, all the players in the Vuerich B project are supporting the development of this new initiative. As in Afghanistan, the aim is to develop skating infrastructure in order to offer young people the chance to discover a new passion, one that will let them grow as people, and gain life skills to become leaders within their communities.

Developing skating in countries without access to the sport means giving young people the opportunity to express themselves as individuals within a thriving social community. Skateboarding is a valuable educational tool for passing on values of respect, creativity and humanity. It has enabled these young people to gain self-assurance and independence.





 **ABOUT THE GLASSES**

INITIALLY, QUIKSILVER, VUERICH AND ZEISS ARE RELEASING A LIMITED EDITION OF 50 PAIRS OF SUNGLASSES, 100% HANDMADE IN BARCELONA, FROM OLD BROKEN SKATEBOARDS COLLECTED FROM QUIKSILVER RIDERS AND SKATESHOPS.

For every pair of sunglasses bought, a portion of profits is given to the NGO Skateistan to support their educational and sports programs in Cambodia.

Carl Zeiss supplies the high quality CR39 polarized lenses used in the glasses, known for their stability and comfort. The support of Carl Zeiss has been central to creating the "Wheels to Grow" video.

Through the success of the first edition, the adventure will continue with the reissue of 150 sunglasses - "The Griffin", to be distributed worldwide.





ABOUT THE QUIKSILVER FOUNDATION

THE QUIKSILVER FOUNDATION IS A NON-PROFIT ORGANIZATION COMMITTED TO BENEFITTING AND ENHANCING THE QUALITY OF LIFE FOR COMMUNITIES OF BOARDRIDERS ACROSS THE WORLD, BY SUPPORTING ENVIRONMENTAL, EDUCATIONAL, HEALTH AND YOUTH-RELATED PROJECTS.

The Quiksilver Foundation has a commitment to improve the quality of lives and desires to benefit:

- Local Communities, including schools, local charities through support and outreach programs;
- Major special projects and organizations sharing the focus on children, education, science, oceans and the environment.

www.quiksilverfoundation.org





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PLAY VIDEO

http://www.youtube.com/watch?v=_n2Z2cS2aqs

Press informations

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