



FOR ME SNOWBOARDING IS MANY THINGS



JAKE BURTON - DAY ONE

It's a fountain of youth, a movement that grew bigger than I ever expected, and a link to people and places that I wouldn't have experienced otherwise. Snowboarding has gone through waves, but the one thing I keep coming back to is that **WITHOUT SNOW AND MOUNTAINS WE WOULDN'T BE SNOWBOARDERS**. That link is why we've backed sustainability and stewardship at the core of what Burton stands for. But rather than just talk, we've taken action with steps that ensure we're still making the best gear out there. From reducing this catalog's footprint and digging deeper into our products, to partnering with likeminded groups like Mountain Dew, bluesign®, and POW—we're refining our process and reaching out to make things better. This ethic now filters through every fiber of Burton. The reason is simple. **WE OWE IT TO SNOWBOARDING**.

- Jake