



MIKKEL BANG

1990 ←



BIO

Age: **21** Home Town: **Oslo & Løkka Norway** Home Mtn: **Hemsedal, Norway**

Few kids ride like Mikkel. In fact, few pros today ride like Mikkel did when he was a kid. By age 14 this Norwegian prodigy had landed appearances in two Standard films, won the Junior Jam pipe at the European Open, made the cover of Transworld and became the Norwegian champ in both halfpipe and big air. Then, while kids his age were still scared of the pro park, he stockpiled the results, parts and coverage of a seasoned veteran—winning the 2006 Air & Style Rookie Challenge and then taking second at the main event in 2007—as well as designing the Burton Love boards with Keegan.

Since he grew tall, Mikkel has kept getting bigger, with a senior year in high school that included winning the New Zealand Open Slopestyle, learning switch backside twelves, medaling at X Games, and taking 3rd overall on the Dew Tour. Last season, his first out of school, he stepped it up again with a string of podiums at top-tier events such as the X Games, European Open, and Arctic Challenge, as well as scoring a big win at the US Open Slopestyle. It was a massive year, especially for a guy who still can't legally drink the victory champagne.

Mikkel's Lookbook:

GEAR

01 Stance

Regular | 25" wide | 15° front, -9° back

02 Hardgoods



Love Snowboard
\$499.95





HANNAH TETER

1987 ◀



BIO

Age: **24** Home Town: **Belmont, Vermont** Home Mtn: **Sierra-at-Tahoe, California**

With gold in Torino, silver in Vancouver, victory at the 2009 X Games and a win at the 2010 Park City Grand Prix, Hannah Teter clearly knows how to perform under pressure. However fame is a funny thing, and not all riders who earn a spot on the podium use their superstar powers for good. Hannah is different—an organic Vermont girl who not only out-spins the competition in the pipe, but also outshines them in victory by donating her contest winnings to charity.

Hannah's natural goodwill is evident in Hannah's Gold (www.hannahsgold.com), a nonprofit she created that turns maple syrup sales into new schools and fresh drinking water for the village of Kirindon, Kenya. While this ongoing World Vision effort has raised more than \$200,000, she has also found time to support PETA's Save the Seals campaign, donate her Grand Prix check to a Haiti Earthquake Relief fund and model for the Sports Illustrated Swimsuit Issue, a decision she strongly defended by saying that women shouldn't be ashamed of their bodies. Just remember guys, she's also got four brothers.

Hannah's Lookbook:

GEAR

01 Stance

Goofy | 21" wide | 18° front, -6° back

02 Hardgoods



Feelgood Snowboard
\$529.95

03 Outerwear



Women's Delirium Jacket
\$259.95





JAKE BURTON

12.01.77

1954 ←

1977

DEC
01

Bails on his New York job & moves to Londonderry, Vermont.



BIO

Age: **57** Home Town: **Stowe, Vermont** Home Mtn: **Stowe, Vermont**

Snowboarding has changed a lot in the past year, let alone in the past 34 years since Jake founded Burton Snowboards. One thing has stayed constant during all that time: Jake still leads the day-to-day workings of the world's most successful snowboard company, testing nearly every product Burton makes and taking rider feedback to heart. He is still relentless when it comes to listening to riders - whether it's feedback from the global team, a customer email or a kid who happens to sit with him in the gondola. He still walks Burton's halls almost everyday, saying hi to the dogs along the way and seeing what's up in Rider Service, Hardgoods, Softgoods, Sales and Marketing. He still has team riders over to his house for a four-day roundtable to give the final word on the entire product line. He still scrutinizes the catalog before it goes to print and leaves product managers note cards with feedback on zippers, waterproofing, fits, flexes, colors and board feel. He still can be found at Stowe almost every day it's open - and plenty of days it's not - hiking with his dog Maia to enjoy a rare two feet of fresh powder in mid-May or the first snowfall in late September. And he still makes many of the company's biggest decisions from a chairlift, not a desk chair.

Jake's Lookbook:

GEAR

01 Stance

Regular : 12° front, -3° back

02 Hardgoods

◀ Process Snowboard ▶
\$399.95

03 Outerwear

All of it. Testing every piece means no more than two days in anything, but I still reach for AK in shitty weather.

04 Goggles

Hawkeye Goggle
\$99.95 - \$124.95Realm Goggle
\$114.95 - \$134.95

DANNY DAVIS

1988 ◀



BIO

Age: **23** Home Town: **Highland, Michigan** Home Mtn: **Alpine Valley Ski Resort**

Last season started out huge for Danny Davis with a monumental win over Shaun White at the Mammoth Grand Prix, where he stuck a run many claim to be the greatest in halfpipe history. He won two Dew Tour Halfpipe events and was headed for a likely spot on the Olympic Team as a gold-medal contender. His riding was on and he was in rock-star form but an accident in Utah fractured his L3 vertebrae, sent him into surgery and knocked him out for the season. It was a crushing blow and it left all of us deflated by what happened to Danny just when he had hit his stride. But Danny has bounced back before.

Raised on the icy hills of Michigan, Danny earned his spot on the Burton team with podium after podium during a 2005-2006 season that won him Rookie of the Year recognition from both Snowboarder and Transworld. Between then and now he has won the Nippon Open, filmed with Absinthe, developed the Easy Livin board line and grown some serious facial hair. Through the rise, a move to Truckee, a painful knee injury and serious competitive pressure, his sense of humor became his trademark. Official reports say the humor has remained intact through surgery and recovery, leading to a prognosis for summer turns. And if we know Danny, the first one can't come soon enough.

Danny's Lookbook:

GEAR

01 Stance

Regular | **23" wide** | **15° front, -12° back**

02 Hardgoods



Easy Livin Flying V Snowboard
\$529.95





JEREMY JONES

12.01.03

1976 ←



2003

DEC 01

Lands on the cover of Transworld Snowboarding.



BIO

Age: **35** Home Town: **Sandy, Utah** Home Mtn: **Northstar-at-Tahoe, California**

Jeremy Jones is part of a force that changed snowboarding. Part unstoppable, part immovable, he helped define urban riding for the latest generation. As a founding member of the Forum Eight and with mind-blowing parts in every Mack Dawg movie from *Decade* to *Double Decade*, his on-screen profile created a crowd of followers. Whether it was in *True Life* or *The Resistance*, in a rail garden or on a night shoot, the part he played changed how we ride.

Utah for life, Jeremy got his start with his first published photo in a 1996 issue of *Snowboarder*. His first video part appeared two years later, and the rest—from *Snowboarder* and *Transworld* covers to his 2003 switch to Burton—is history. Even now, with fame and family, Jeremy still takes snowboarding seriously, whether it's perfecting his pro model board and boot or filming with the People crew for their latest, *Cheers*. His work ethic earned him a 2009 *Transworld* cover, a 2010 *Snowboarder* guest editorship with JP Walker and the respect of a whole new crop of riders, even while other careers have since faded into oblivion.

Jeremy's Lookbook:

GEAR

01 Stance

Goofy | 24.5" wide | 15° front, -9° back

02 Hardgoods



Jeremy Jones Snowboard \$449.95

03 Outerwear



2L Cyclic Jacket \$339.95 - \$354.95

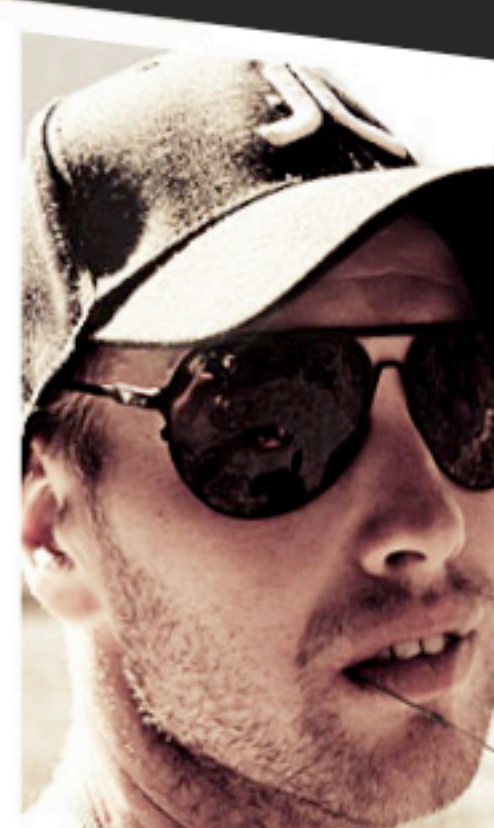


2L Stagger Pant \$319.95 - \$369.95



JUSSI OKSANEN

1979 ◀



BIO

Age: **32** Home Town: **Encinitas, California** Home Mtn: **Northstar-at-Tahoe, California**

With a documented decade-plus history of spins in all four directions for Standard, Mack Dawg, and Robot Food, it would be strange to find a kid who didn't know Jussi's name. A pioneer in every aspect of snowboarding, and now father of two, this Scanner's riding remains on fast forward. With filming focused on BC for Transworld's latest flick In Color, a partnership with Brad Kremer to form Mizu and surf sessions when the swell is good, Jussi is always in motion.

Part of the second Scando invasion, Jussi burst onto the scene when he first landed on U.S. soil for the '97 US Open, and then won Part of the Year at Transworld's Rider's Poll Awards for his 1999 segment in TB8. He followed up success with out-of-hand segments in TB9 and TB10 and then logged a trilogy of defining parts in Afterbang, Lame, and Afterlame after helping establish Robot Food. His highlight reel also includes four X Games medals, four Mack Dawg movies, seven pro models and a string of podiums at major contests such as the Air & Style, World Championships, US Open, and European Open. The consummate pro with titles to boot, Jussi has made one hell of a name for himself and it's no surprise his progression continues to push forward at full speed.

Jussi's Lookbook:

GEAR

01 Stance
Regular | 24" wide | 18° front, -12° back

02 Hardgoods



Process Snowboard
\$399.95

03 Outerwear



2L Anorak Jacket
\$349.95





KAZUHIRO KOKUBO

1988 ←



BIO

Age: **23** Home Town: **北海道石狩市** Home Mtn: **北海道**

We never thought Kazu would cause an international incident, but apparently adding sag and style to the national suit justified banishment from the Vancouver Olympic ceremonies. Politics and ski-association suits aside, Kazu knows style is personal and the riding is what matters. He proved his point last season with a podium at every event he entered (except the Olympics). The list includes a 3rd at the New Zealand Open, a bronze at X Games, and a victory in the US Open Halfpipe with a run that included a frontside 900 melon, his signature chicken wing McTwist and three—count 'em, three—1080s.

Tweaked-out style and explosive amplitude have made Kazu a crowd favorite—at home and abroad—since he started stacking results, starting with a Nippon Open win at 15 and a 2nd in the Burton Global Open series by 2008. He's also gained fans from North America to the Far East with fluid segments in six Standard flicks, two Burton movies and three guest appearances in Seven Samurai's films. At the end of a crazy season that took him from Tahoe to Norway to AK, it wasn't his dreads or his eyewear, but his US Open title, his new Standard footage and his segments for Burton's new channel, theliftline.tv, that proved his style is extraordinary.

Kazuhiro's Lookbook:

GEAR

01 Stance

Regular | 22" wide | 21° front, -15° back

02 Hardgoods



Custom X Snowboard
\$649.95

03 Outerwear



Durban Jacket
\$279.95



Gungeon Pant
\$179.95 - \$194.95





BURTON TEAM THE 2011 SEASON



Search...

GO

DANNY DAVIS

1.06.10

1988 ←

2009
 DEC 19 Wins Winter Dew Tour Halfpipe.

2010
 JAN 06 Wins US Grand Prix Halfpipe #1.

BIO

Age: **23** Home Town: **Highland, Michigan** Home Mtn: **Alpine Valley Ski Resort**

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Raised on the icy hills of Michigan, Danny earned his spot on the Burton team with podium after podium during a 2005-2006 season that won him Rookie of the Year recognition from both Snowboarder and Transworld. Between then and now he has won the Nippon Open, filmed with Absinthe, developed the Easy Livin board line and grown some serious facial hair. Through the rise, a move to Truckee, a painful knee injury and serious competitive pressure, his sense of humor became his trademark. Official reports say the humor has remained intact through surgery and recovery, leading to a prognosis for summer turns. And if we know Danny, the first one can't come soon enough.

Danny's Lookbook:

GEAR

01 Stance

Regular | 23" wide | 15° front, -12° back

02 Hardgoods



Easy Livin Flying V Snowboard
 \$529.95





KEEGAN VALAIKA

1989 ←



BIO

Age: **21** Home Town: **Laguna Beach, California** Home Mtn: **The Rail Garden**

He's been called a Jedi, a gypsy and Snowboarder Magazine's Best Jibber of 2009, but Keegan Valaika is someone we call the future. Keegan is a California kid with a Colorado University ID, but his natural talent and skate style is what made him a visible presence in urban epicenters from Salt Lake to Saint Paul. With his clean style captured on magazine covers and in jaw-dropping video parts, there is really no telling where we might see him next.

Keegan first appeared in Laguna, learned to ride at Big Bear and gained notice at Mammoth for his smooth, relaxed style. He first caught our eye when he won Hot Dawgz and Handrails in 2005 and he landed on the Burton team that same season as a result of his standout riding. He showed up on film in 2006's *Guy in the Sky* and then took it to another level in Absinthe's 2008 film *Ready*. Since then we've seen him kill it in *Bozwreck 3000*, *Videogress*, *It's Always Snowing Somewhere*, and *The B*; heard rumors he traveled to the peaks of AK and the Alps; and witnessed him land on a Snowboarder cover in 2009. He's not much for the bright lights of contests, and we heard he's studying in Boulder between seasons, but when Keegan makes his next appearance, it will keep earning him not only credit but respect.

Keegan's Lookbook:

GEAR

01 Stance

Regular | **23.5" wide** | **15° front, -15° back**

02 Hardgoods



Love Snowboard
\$499.95



03 Outerwear



Cholo Jacket
\$199.95



Pistol Pant
\$179.95 - \$194.95



KEVIN PEARCE

1987



BIO

Age: **23** Home Town: **Norwich, Vermont** Home Mtn: **Ascutney, Vermont**

By all accounts, the story of Kevin Pearce is an emotional one. It starts with a rise to world-class form with consecutive victories at the Arctic Challenge, double Air & Style wins, multiple X Games medals and back-to-back European Open triumphs over Shaun White. Then on December 31, 2009, the story took a scary turn when Kevin suffered a traumatic brain injury while attempting a Cab double cork in Park City's halfpipe.

While the coma and critical-condition phases were both tragic and terrifying, his unbelievable recovery was the real story and the true source of inspiration. From fellow "Friends" dedicating their medals to more than 50,000 Facebook fans riding for Kevin, the outpouring of support was like nothing seen before in snowboarding, and it transcended our culture to inspire far beyond our tight circle. The universal show of solidarity was like a few thousand high fives and certainly helped Kevin in the road to regaining sight, balance and memory. But it was KP's personal dedication and positive attitude that pulled him through a three-month recovery at Denver's Craig Hospital, and then finally landed him back home with his family in Norwich, Vermont to continue his rehab. This story is far from done and the path back will be a long one. But, with great relief, we now know it will end well. The world is watching and hoping that the last word will be Kevin riding again.

GEAR

01 Stance

Regular | 24" wide | 16° front, -4° back

02 Hardgoods



Vapor Snowboard
\$1,199.95

03 Outerwear



Ante Up Puffy Jacket
\$219.95





FREDERIK KALBERMATT

1981 ←



BIO

Age: **30** Home Town: **Saas Fee, Switzerland** Home Mtn: **Saas Fee**

Growing up next to the tram in Saas-Fee, Switzerland with both a father and grandfather in the guide profession, it was almost predetermined that Frederik would reach a level of all-mountain mastery. With eight seasons of mind-blowing segments in Standard films and equally impressive parts in every Burton movie of the last decade (including perhaps his best part to date in *The B*), he has clearly exceeded all expectations.

Location and lineage influenced Frederik's rise to "Stompermatten," but fate also played a role when he met friend and fellow teammate Nicolas Müller at a Swiss contest in 1996, sparking a friendship that pushed both riders to the highest ranks of Burton's team in 2001. While Nicolas went one way, Frederik started with Standard in 2002, appearing in films from *Notice to Appear*, *Lost in Transition*, and *Draw the Line* to three Burton productions and two Bendek projects. Past, present or future, Frederik's riding continues to stir debate about nature vs. nurture. Yet whether it's a product of hard work or natural talent, his riding is always an awesome performance. Speaking of awesome performances, did you know Frederik is a DJ, too? Listen and download his latest mix tapes at www.soundcloud.com/fredi-k.

Frederik's Lookbook:

GEAR

01 Stance
Regular | 21" wide | 21° front, -6° back

02 Hardgoods



Custom X Snowboard
 \$649.95

03 Outerwear



3L Burn Jacket
 \$559.95 - \$609.95





TERJE HAAKONSEN

4.01.99

1974 ←



1999

APR 01

Terje's brainchild, the Arctic Challenge begins with an unofficial event in



BIO

Age: **36** Home Town: **Stovner, Norway** Home Mtn: **Tryvann Winterpark, Norway**

Ask any pro which peer they most respect and Terje will likely top their list. From revolutionary films such as *Subjekt Haakonsen* during the '90s to six 1st-place rolls of Baker Banked Slalom duct tape and world's highest air at the 2007 Arctic Challenge—the Sprocking Cat touts a riding resume that spans two decades. Titles and accolades aside, the deeper cause of this professional admiration is that no name is more synonymous with individual style than Terje's.

Back when the IOC strong-armed itself into snowboarding, Terje boycotted the Olympics and instead co-created the Arctic Challenge as a rider-based alternative to corporate contests. When it was all box and rail, he designed the T6 for all-terrain mastery, then revolutionized powder riding by helping develop the Fish and Malolo. This past season he moved us forward again, evolving his ride into the even smoother T7 and dreaming up the SSK8-Cross World Championships. He also finessed sick lines from New Zealand and Japan to BC and Russia, but it is his two-decade influence that earned Terje welcome and esteem, at every stop on every trip, as the ambassador of style.

Terje's Lookbook:

GEAR

01 Stance
Regular | 22" wide | 21° front, 6° back

02 Hardgoods



Malolo Snowboard
\$579.95

03 Outerwear



2L Turbine Jacket
\$379.95 - \$394.95



3L Hover Pant
\$399.95 - \$449.95



BURTON TEAM THE 2011 SEASON

MADS JONSSON

1982 ←



BIO

Age: **28** Home Town: **Oslo, Norway** Home Mtn: **Hemsedal, Norway**

Most shreds know Mads set the world record by flying 187 feet with a massive frontside three over a 130-foot tabletop in 2005. It's also public knowledge that his warm up was a backside 180 stomped clean on a jump that took three weeks to build. No doubt his Guinness-worthy session in Hemsedal, Norway which was compared by Snowboarder Magazine to the big-balled efforts of Danny Way and Laird Hamilton, was all-time. But season after season, Mads has shown he is much more than a one-hit wonder.

With standout parts in seven Standard movies and a style that has shown power in every aspect of snowboarding, his pro resume is stacked with achievement. Beyond lofty airs and solid landings, Mads has dropped in on pilot training so he can log even more airtime. Unfortunately, both his professional and personal aspirations were temporarily grounded last winter by a broken humerus but it didn't keep him from hitting the lip, with only one functional wing, at Mikkel's Norwegian spring session. The arm is scheduled for surgical repair over the summer. We don't know what's next on his radar. But knowing Mads, it will be huge.

Mads's Lookbook:

GEAR

01 Stance
Regular | 23.5" wide | 15° front, -3° back

02 Hardgoods



Custom Flying V Snowboard
\$529.95

03 Outerwear



Launch Jacket
\$169.95 - \$184.95



Cargo Pant
\$149.95 - \$164.95





MARKO GRILC

1983 ←



BIO

Age: **28** Home Town: **Ljubljana, Slovenia** Home Mtn: **Vogel, Slovenia**

"Grilo" has been part of the Burton family since 1998, when he won his first Junior World Championship and drove back to Slovenia with a car full of new decks. He won three more Junior World Titles before he went pro and, since then, we've watched him session spots around the globe in films such as *91 Words for Snow*, *Draw the Line*, *Catch the Vapors*, *Thanks in Advance*, and *The B*, as well as winning contests from Quebec to Russia.

Yet Grilo's biggest victory came in Innsbruck at last season's Air & Style. A last-minute wildcard for the event, he got the nod and showed the world he belonged by winning the entire show with a clean switch backside ten late-cork in the finals. The fans back home went wild and Grilo headed south to Slovenia for a hero's welcome. But instead of calling it good for the season, he topped off his winning year by airing over pro snowmobiler Ross Mercer for a Red Bull film project of both insanity and magnitude.

Marko's Lookbook:

GEAR

01 Stance
Regular | 23.5" wide | 15° front, -15° back

02 Hardgoods



Custom X Snowboard
\$649.95

03 Outerwear



Crucible Jacket
\$249.95 - \$264.95



Gungeon Pant
\$179.95 - \$194.95





NATASZA ZUREK

1980 ←

2010

APR
12Splitboarding online
feature.

2009

DEC
15

Nat expands her horizons.



BIO

Age: **31** Home Town: **Vancouver, British Columbia** Home Mtn: **Whistler/Blackcomb**

Natasza has killed it for more than a decade, but she'd never tell you that. She's a soft-spoken Whistler local with an organic side, a passion for gardening and a documented history of excelling at everything she does. Natasza's illustrious career dates back to the Westbeach Classic and Snowboarder's first Superpark with contest results that include back-to-back US Open halfpipe titles, an Air & Style quarterpipe win, and two trips to the Olympics. Her transition to slopestyle was also a success, with back-to-back European Open titles and a third Winter X medal in 2005.

When Nat focused on film, she logged phenomenal parts. Her 2007 segment in Misschief Films' *Ro Sham Bo* won her Snowboarder Magazine's "Female Rider of the Year" award, and her 2008 segment for Runaway Films earned a nomination for "Women's Part of the Year" at the Transworld Rider's Poll Awards. Her most recent switch, however, was sparked when she got caught and carried in a frightening avalanche while filming in New Zealand. To make peace with the mountains, she took up splitboarding. We've seen Nat's drive and passion exhibited before, so we are certain she'll quietly excel in this area of snowboarding as well.

Natasza's Lookbook:

GEAR

01 Stance

Goofy | 22" wide | 18° front, -12° back

02 Hardgoods



Déjà Vu V-Rocker
Snowboard
\$399.95

03 Outerwear



Women's 2L Altitude
Jacket
\$369.95 - \$384.95



Women's 2L Summit





NICOLAS MULLER

12.2

1982 ◀

2010

DEC 21

Featured in the Best Environmental photo of the year...



BIO

Age: **29** Home Town: **Zürich, Switzerland** Home Mtn: **Laax, Switzerland**

It's not often that a pro elevates above the standard snowboard dialogue. Then again, it's not often that you meet a rider like Nicolas Müller. Using his standing as a creatively influential rider, Nicolas has chosen to pick his own line while raising our collective consciousness about issues from climate change to consumption. While some just slap a green sticker on their deck or their image, this Swiss-bred vegetarian has led by example, pushing development of greener products, driving a car powered by Naturgas and purchasing Brazilian forestland to offset his sled-and-heli footprint—all to reduce his impact on the earth. His impact on snowboarding, however, has been huge.

Nicolas first appeared to us through the lens of Absinthe, as he slayed segments from *Tribal* through *Neverland*, including openers, enders and two full parts in 2005's *Futureproof*. On top of that, he has had standout parts in *The Community Project*, *That's It That's All*, *91 Words for Snow*, *It's Always Snowing Somewhere*, *The B*, and the documentary *Lines*. He twice earned recognition as Snowboarder's Rider of the Year (2006 and 2008), and, at this point, it's no surprise his riding continues to innovate ahead of the curve. While we can't wait to see his next part, we're just as keen to hear what he has to say in David Benedek's new book, entitled *Current State*.

Nicolas's Lookbook:

GEAR

01 Stance

Regular | 22.5" wide | 18° front, 0° back

02 Hardgoods



T7 Snowboard
\$799.95



Oops!
We're missing an image

NICOLAS MULLER

1982 ◀



BIO

Age: **29** Home Town: **Zürich, Switzerland** Home Mtn: **Laax, Switzerland**

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GEAR

01 Stance

Regular | **22.5" wide** | **18° front, 0° back**

02 Hardgoods



T7 Snowboard
\$799.95



PEETU PIIROINEN

1988 ←



BIO

Age: **23** Home Town: **Hyvinkää, Finland** Home Mtn: **Sveitsin Hiihtokeskus**

Winning big is one thing, but keeping it in perspective is almost as difficult. This quiet Finn had no problem with either last season as he claimed victory in both pipe and slopestyle at the European Open, won the Arctic Challenge, and took silver for his homeland in Vancouver at a little pipe comp called the Olympics. However, all that time in the spotlight—including unprecedented back-to-back TTR titles and the \$100K he twice banked for the overall '08 and '10 Burton Global Open series titles—did little to change his reputation for silently stomping.

He may project a humble personality, but success has been no surprise for those who've seen Peetu ride. Whether it was last season's 2nd at the Air & Style under the stadium lights or his win at the Toyota Big Air, he's shown a mastery of difficulty that dates to his first Burton hook up way back in 2001. Now famous for his corks and spins, Peetu has dialed every derivative of transition from monster pipes to super booters with a level of surgical precision beyond his years. And beyond just final and superfinal venues, his trip to Kamchatka, Russia last winter showed us this Finn is also primed to kill it—just as quietly—in natural terrain.

Peetu's Lookbook:

GEAR

01 Stance
Goofy | 22.5" wide | 15° front, -6° back

02 Hardgoods



Custom X Snowboard
\$649.95

03 Outerwear



Freemont Jacket
\$229.95 - \$244.95



Freemont Pant
\$189.95





MIKEY RENCZ

1.01.10

1986 ←

2010

JAN
01Mikey and the crew at 8
Mile Life release "YO!"

BIO

Age: **25** Home Town: **Canmore, British Columbia** Home Mtn: **Whistler/Blackcomb**

Growing up in Whistler's infamous 8-Mile neighborhood with the Wildcats as role models may not be a mom's idea of a Rockwellian upbringing, but it definitely made Mikey Rencz the pro he is today. And when you're competing against Terje in Japan at age 13 and filming in the Brandywine backcountry at 16, it's just sort of expected that your riding is going to grow up quickly. In Mikey's case, that is exactly what happened.

The 2004 film *Promo Copy* was his breakout performance, but he stepped up to another level in 2006, earning the ender in Whiteout's *Wear it Well*. Since then he has grown into one of the biggest names in Canadian snowboarding with standout parts in Transworld's *Get Real* and the 8-Mile movie *YO!*, a production for a grassroots company Mikey co-founded. His profile elevated even more in 2010 as he landed on the covers of both *Snowboarder* and *Snowboard Canada*. Mikey has migrated from Creekside to Squamish, where he held it down last winter while filming with the People crew, hitting the Powder Highway with Terje, Jussi, and Frederik, and keeping his life in check with a heavy dose of positive energy.

Mikey's Lookbook:

GEAR

01 Stance

Goofy | 25" wide | 15° front, -15° back

02 Hardgoods

Sherlock Snowboard
\$489.95

03 Outerwear

Crucible Jacket
\$249.95 - \$264.95Gungeon Pant
\$179.95 - \$194.95



SHAUN WHITE

2.12.10

1986 ◀



2010

FEB 12

Wins his second consecutive Olympic Halfpipe Gold.



BIO

Age: **24** Home Town: **Carlsbad, California** Home Mtn: **Park City, Utah**

Shaun White is an icon, an image and an international superstar. His gold medal in Vancouver, capped by a double McTwist 1260 victory lap, drove the fans wild and cemented his rock-star status. Yet long before Lamborghinis, Leno, Oprah and his second cover of Rolling Stone, Shaun impressed us hit after hit with both his intense determination and how he handled the media glare. Beyond the televised hype and superpipe spotlight, what shines through from Shaun's past is that he is still just a kid who loves to ride. It's that love, combined with an innate athleticism, that has given Shaun the ability to push himself in unbelievable ways.

As proof of his shred credentials we could list Shaun's victories—from his first major win at the 2001 Arctic Challenge and an undefeated 2006 season to two Olympic Golds, nine Dew Tour wins, six US Opens and a record 16 X Games medals. Or we could talk about his signature video games, his role in creating the White Collection or his pro status and string of podiums in the skate world. We could shake our heads at the insanity of his training sessions in the Silverton backcountry as seen in Red Bull's *Project X*. But, mostly, we just want to sit back and see what Shaun will do next.

Shaun's Lookbook:

GEAR

01 Stance
Regular | 23" wide | 12° front, -3° back

02 Hardgoods



Pro Snowboard
\$529.95

03 Outerwear



Bit-O-Heaven Jacket
\$189.95 - \$204.95



Indecent Exposure Pant
\$169.95 - \$184.95



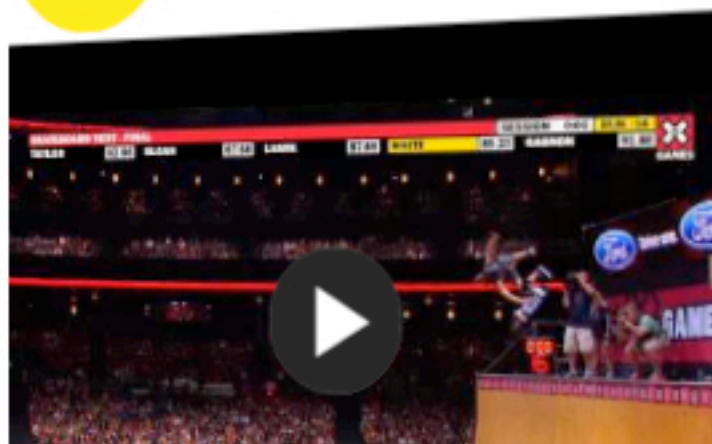
SHAUN WHITE

1986 ◀

2011

JUL
30

Shaun wins X Games vert



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