



## OUT OF THE SHADOWS

The photo above is of Apryl Woodcock doing what she does best: skateboarding. Apryl is truly a gifted skater and we are proud to feature her within the pages of *Concrete Wave*. Getting more people skateboarding is a key reason why we started this magazine. One of the best ways to increase the skate population is to bring more in more female skaters. Back in the 70's, a large number of females were featured skateboarding. Skaters like Laura Thornhill, Vicki Vickers, Ellen Oneal, Robin Logan and Kim Cespedes were profiled and celebrated within the pages of skate magazines and on television. Their participation helped skateboarding flourish. Programs like *OP Girls Learn to Ride* and Isabelle Caudle's long-board clinics (featured on CNN) are great examples of how to get more females skateboarding.

But it goes beyond just increasing the number of female skaters. We'd like to see to see increased prize purses and coverage. Currently, the gap between male and female prize purses is absolutely enormous. Take the X Games for example. Cara-Beth Burnside took first place in vert and was awarded \$2,000. Pierre Luc Gagnon also took first but wound up with \$50,000. In fact, if

you look at the overall prize purse for the X Games, male skaters had a total prize purse that was twenty times that of females. (\$343,350 for the men vs. \$17,000 for the women.). Thankfully, things are changing. Thanks to Burnside's dedication, she has been able to get prize purses increased (most recently at the Slam City Jam). However, just as important as the prize purse is coverage. Sadly, women skaters get very little exposure. For two years running, women who compete in the X Games have only received a taped three-minute segment. They truly deserve more coverage — and of course, more coverage will lead to greater participation.

Females make up a huge amount of the profits of the softgood market and there is huge potential in the actual sales of skateboards. Females have a place within skateboarding and it's time they emerged from the shadows.

Enjoy the issue,

**Michael Brooke,**  
Publisher