

Roe Racing Gets Stoked

Contributed by Roe And Stoked
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Gareth Roe's skateboards have always been in demand, but also very hard to get over the past few years. Now, the crew at Stoked Skateboards have gotten together with Roe Racing...

Roe Racing and Stoked Skateboards.

For immediate release:

In the past year, the demand for RoeRacing products (www.roeslalom.com) has exceeded the capacity of RoeRacing. Recent retooling and marketing revisions will increase this capacity. With the assistance of SBC Distribution (sales@sbcdistribution.com) and Stoked Skateboards (www.stokedskateboards.com), RoeRacing will introduce his product for the first time to external vendors. The first of which will be Stoked Skateboards. Gareth Roe (RoeRacing) and David Rajewski (Stoked Skateboards) have been working out the details of this much awaited partnership over the summer months. The first decks that will be available through Stoked Skateboards will be the Cross Step and the Mermaid. Both available in deck only and complete configurations. Stoked Skateboards will add other RoeRacing decks to the product line as demand increases.

About RoeRacing Skateboards

RoeRacing was started in the fall of 2001 when Gareth received a few requests to build slalom skateboards. The sport of slalom skateboard racing had seemingly died out about a decade earlier, and no one at that time was making slalom-specific equipment. When legendary racer Jack Smith hosted a get-together for slalom fans in Morro Bay, California, there was no new quality equipment to be found anywhere. Taking matters in to his own hands, Gareth built a board based on some old notes and a design that was over 30 years old. With necessity being the mother of invention, and with some help from several guys that Gareth met at Jack's little slalom event - Henry Hester, Terence Kirby, and John Gilmour - Gareth further refined the technique and came up with the first batch of high performance slalom boards available to the general public in over a decade.

With a ton of input from a dedicated and talented racing team, the initial recipe has been improved upon significantly over the last six years. Using the highest quality materials available and literally thousands of hours of testing, RoeRacing has steadily evolved into what it is today. Heading full steam ahead into our sixth full year of building high performance skateboards, we continue to innovate and set a standard for all the other companies to follow. Built in small quantities by hand, our boards are sought after around the world. Since practically our inception, we have been asked over and over again to build a line of longboards to compliment our racing boards. And while our focus has been predominantly in slalom racing arena, in the latter part of 2006 we finally agreed and began offering the PS3.8 and the PS-LDP (Performance Series - Long Distance Pumper). For 2007, we have expanded our line of longboards to include two more shapes, the PavedWave Mermaid LDP, and a classic surfboard inspired deck - the Cross-Step. And this year, our first Downhill Speedboard makes its debut! While production pressures and worldwide demand for our products continues to mount, we will always focus on quality, and never lose site of our roots.

About Stoked Skateboards

Founded March 2007, Stoked Skateboards offers a great mix of longboard products, including longboard decks, trucks, wheels, bearings, protective gear and other merchandise. David Rajewski, 18 and the owner of Stoked Skateboards, has dedicated himself to providing the best possible equipment at the lowest possible prices to support everyone getting into the sport. It is not all about making a profit, it is also about having STOKED customers! Stoked sells longboard products from some of the top manufacturers in the longboard industry, including Loaded Boards, Landyachtz, Earthwing, Gravity, Rayne, Never Summer, and now Roe Racing. Stoked Skateboards supports its customers and longboarding in general by organizing the Skate Stoked Team. There are now more than 40 riders on the Skate Stoked Team, with members from all over the world, including France, Spain, Sweden, Canada and Australia. Stoked Skateboards sponsors riders and events by giving out prizes, extra inventory and discount coupons - contributing to the company's main form of publicity: word-of-mouth. Stoked Skateboards also maintains a blog (<http://stokedskateboards.blogspot.com>) that has content posted from all the team members and from other media outlets worldwide.

Honorable Mentions James Peters (www.pavedwave.org) and Chadd Hall (Camel on SilverfishLongboarding.com), have been collaborating for months to make this deal happen. They have worked behind the scenes dealing with the particulars and communication that needed to be maintained. Both James and Chadd ride RoeRacing decks on a regular basis and have a love for LDP (Long Distance Pumping). They believe that this partnership has the ability to thrust

RoeRacing into the mainstream and make these incredible longboards accessible to everyone.

Dealers inquiries: Please contact sales@sbcdistribution.com to carry RoeRacing products.