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For Immediate Release:

ARBOR SIGNS OSACHUK TO AMBASSADOR TEAM

Venice, California (09/01/05) – Arbor Snowboards is pleased to announce the addition of Whistler local Mike Osachuk to their Ambassador Team. Mike will complete the team in North America, which currently includes infamous rider/photographer Mike Basich, East Coast shredder Colleen Quigley, and former U.S. Open halfpipe winner Rob Kingwill.

“I think Arbor is a great family and I’m glad to be the newest addition. I’ve ridden for a lot of other snowboard brands in the past and none of them can compete with Arbor in the sense that they’re down to earth people running a legit company with a sick product,” says Mike.

Mike began riding at Chicopee, Ontario in '97, but quickly outgrew the mountain and moved to Whistler Blackcomb where he’s been riding professionally for the last four years. His current sponsors include: DC boots, Ogio bags, Hoven goggles, Drop gloves, Stunt Wax, Boardzone.com and CP in Whistler.

His plans for the upcoming season include some “shralping in B.C.”, filming with Brainwash Cinema for their second 16mm film, AntiBellum, and hitting up contests, which will include the Vans Triple Crowns, X-games qualifiers, Coors Lite Big Air, Tellus World Ski and Snowboard Festival, C.O.P. Air and Style, and anything else that gets in his way.

When Mike’s not shredding with his crew, O Murdah, in Whistler, he can be found winning golf tourneys or working on his 700 Summit Highmark. He also skates with the K Town Click in Ontario. “I love to skate because it helps me keep a balanced style. That’s how I want to look when I’m shredding,” explains Mike.

Mike’s style is on and he has proven this while hitting huge backcountry booters, pillows and cliffs with the Brainwash Cinema crew. “Mike’s at the top of his game, his riding is solid and super progressive. His style and background compliment the team and he brings Arbor legit Canadian representation,” says Arbor’s President, Bob Carlson. “We’re looking forward to bringing Mike’s vision into the collective.”

Arbor Snowboards has been in the grind since '95, feeding diversity with an alternative line of snow and skate product unlike anything else on the market. Arbor’s long-standing mission is to improve performance, increase durability, and generate a standout level of style using an array of environmentally friendly elements from the natural world. **www.arborsports.com**

Much thanks to Shaun Huges photo.