



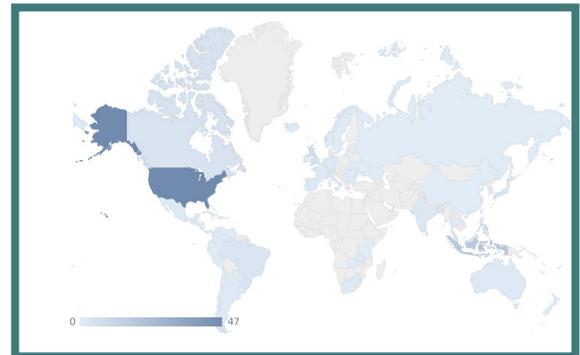
Go Skateboarding Day Grows the Urban Outdoor Community

“ *The true meaning of skateboarding is bonding with people...It’s about keeping an open mind and helping (other skaters) that are a little less better than you...I just helped this kid land a new trick he’s never done before, he probably feels great about himself, and I feel great about helping someone out.”* –Jack Shores, Go Skateboarding Day founder on the skateboarding community

BACKGROUND

June 21, 2016 marked the 13th annual official, Go Skateboarding Day, where skaters put all other responsibilities down and pick up their boards for a day of nothing but skating and fun. Skaters around the globe join each other to dedicate a day to the sport they love.

Global Share of Mentions



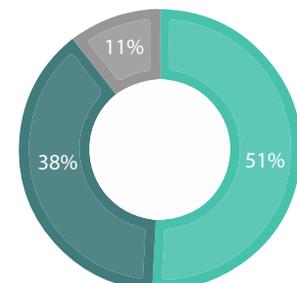
CONVERSATION OVERVIEW

Go Skateboarding Day generates over a million social media mentions and one billion impressions globally each year.

Instagram is the strongest driver of the social conversation, as participants use the the visual platform to share stories with their like-minded community, whether it’s a video of their friends mobbing down the street or a photo from the competition their local shop put on to wishing their fellow skaters well while celebrating skater culture. Though the conversation is confined to this short period of time, the volume has increased by over 100,000 mentions since 2014.

Domain Source Breakout
2014-2016

■ Instagram ■ Twitter ■ Tumblr

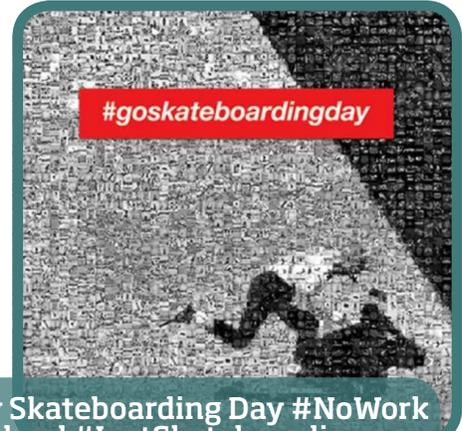


NO WORK. NO RESPONSIBILITIES. JUST SKATING.

In its early days, skateboarding was a sport linked to unruly lawbreakers. While nowadays the culture has become more mainstream, Go Skateboarding Day is the perfect opportunity to let loose, rebel against adulting and get outside with friends. With a 93% positive sentiment, many in the online conversation reference the fact that skateboarding is an escape and Go Skateboarding Day is an excuse to take the day off and get outside to skate, and only skate.



Setting up freshies with the homies happy go skateboarding day!
#gskateboardingday #Friends #homies #sun #happy #skateline



Happy Skateboarding Day #NoWork #NoSchool #JustSkateboarding #gskateboardingday



SPECIALITY RETAIL SUPPORTS SKATING COMMUNITY

Among retailers and brands, Nike and Vans are the biggest national supporters, with Vans mentioning the day 283 times, but the heart of Go Skateboarding Day is in the multitude of events organized by local specialty retailers and brands. They are heavily involved in organizing Go Skateboarding Day in their communities whether it's opening up their doors as a hang out or after party, putting on a competition, having refreshments and a sale or simply encouraging skaters to put down their phones and ride. Through the online conversation, skaters reveal that they look to their local shops grow the skater community on Go Skateboarding Day and beyond.



Happy Skateboarding Day! Now get off your phone and celebrate the holiday by skating this beautiful night away #gskateboardingday #nightsake #longboard #primatestyle



It's officially #GoSkateboardingDay in LA. Book to skate with us at the West LA Courthouse.



ORCHARD

#Boston #GoSkateboardingDay is in full swing! The crew is psyched on the @vansskate GSD goodie...



WHAT CONSUMERS ARE SAYING...

#GSD2016 WHO'S IN!??
#GoSkateboardingday2016 #SKATEORDIE



"Happy Go Skateboarding Day to all my fellow wood pushers out there. Skateboarding has brought me to some of the coolest places and surrounded me with some of the greatest people"



"Go Skateboarding Day is right around the corner! The annual force of nature is a great way to connect with new friends and scare pedestrians. #GSD2016"



"Go Skateboarding Day was more popular than ever today in Los Angeles!"



"OK, most skateboarders do this everyday of their lives, but this is just one more reason to blow off your television/computer/video games and go skateboarding!"



WHAT DOES THIS MEAN FOR YOU?

Why should you, an outdoor company, care about skaters? Skateboarders are more likely to fall into The Urban Athlete segment, which also happens to be the largest outdoor consumer segment, according to OIA ConsumerVue research. By 2020, The Urban Athlete segment is anticipated to grow even more. While most Urban Athletes didn't grow up camping or hiking, the desire to get outdoors and do those activities is there, they just need you to inspire and educate them.

Urban Athletes are very social, online and off, are motivated by their community and value close to home events and retail experiences. Meet them where they're comfortable, at events like Go Skateboarding Day, and show them a gateway into the greater outdoor world.

Need more information on the Urban Athlete? Check out the Urban Athlete [Segment Report](#) and [Activation Guide](#).

Looking for more social media insight? [VIEW ALL](#) Social Buzz reports.