



History of Rob Dyrdek/DC Shoes Skate Plaza Foundation

In June 2005, exactly one year after breaking ground, construction crews will put the finishing touches on the world's first Skate Plaza, located in Kettering, Ohio.

The Skate Plaza, an aesthetically pleasing public facility for street skateboarders, is a result of a foundation formed early in 2003 called the Rob Dyrdek/DC Shoes Skate Plaza Foundation. The Foundation's main objective is to change skate park construction by addressing the majority of skateboarders' needs.

Rob Dyrdek conceived the term Skate Plaza because his concept is completely different from the current idea of a "skate park." A Skate Plaza is an area made for street skating that resembles a public square or similar open area in town or city. As Rob says: "The idea of the Skate Plaza is basic. It's a park to skate in, not a skate park."

He continues: "Street skateboarding is so illegal that a majority of pro skaters have to travel to places like Barcelona, Spain, in order to skate what they want. Every photo in every magazine is an illegal photo that was shot on private property. Every single ad is shot in an illegal skate spot. But places to skate are the future of the sport, because everyone wants to skate what they see in magazines or videos. So let's give street skaters what they want to skate: real street spots." Rob has spearheaded the formation of the Foundation, and has taken an active and passionate role in bringing it to life.

The Foundation consults with interested communities by providing instructions, plans and advice on the design and construction of Skate Plazas. It also teams up with corporations to make and solicit donations. Finally, interested parties are able to visit www.skateplaza.com, which is an information resource for interested communities, companies and skateboarders.

Why the Skate Plaza? What's wrong with skate parks? Local communities have responded to the overwhelming demand for areas to skate, and across the U.S., local governments have constructed many public skate parks, with more planned for the future. Unfortunately, the problem is that they're building skate parks with a limited perception of current street skating.

The areas of most skate parks that reproduce the kind of obstacles found in street skating are afterthoughts, ill planned and poorly designed. Who is this affecting? According to the 2002 Board-Trac survey, 78% of skaters identify themselves as street skaters. This means that many skate parks appeal to a certain segment of skaters, but fail to please the majority – or roughly 10 million – who want to skate street.

The bottom line is this: skaters want to skate what they see in the magazines and in the videos. They want to skate like their favorite pros. They want to skate street. Why aren't skate parks built for the current street skater? The majority of parks are built for a minority of skateboarders. Can this be doing anything other than hurting participation?

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Rob Dyrdek/DC Shoes Skate Plaza Foundation Fact Sheet

Foundation: Rob Dyrdek/DC Shoes Skate Plaza Foundation
Mission: The Rob Dyrdek/DC Shoes Skate Plaza Foundation seeks to promote skateboarding by assisting municipalities with the design, development, and construction of Skate Plazas that maintain the integrity of terrain occurring naturally in urban environments and where the sport of skateboarding in its purest form is encouraged rather than discouraged.
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About Rob Dyrdek and DC Shoes, Inc.:

- Rob Dyrdek, known as one of the top street skateboarders in the world, received his first skateboard when he was 12 years old, turned pro at age 16 and has since earned sponsorships by DC Shoes, Spy Optic, Alien Workshop and more.
- DC Shoes, Inc. was born in 1994 when Ken Block and Damon Way, who met in algebra class at Palomar Junior College in San Diego, took a gamble to design athletic performance-based shoes geared specifically for skateboarders. Now a globally recognized brand, DC has distribution in more than 55 countries.
- Dyrdek has been featured on the covers of *Big Brother* and *Transworld SKATEboarding* and was characterized as the personification of urban skateboarding in an article in *Playboy*.
- DC Shoes' many footwear innovations include: protective plastic and rubber lace-loops to avoid frayed laces, thin, abrasion-resistant materials for toe caps to help slow wear and tear from ollies and flip tricks, elastic tongue-straps to secure a skater's foot inside the shoe, and heel cushioning to soften the harsh, jarring impact from repeated bails and landings.
- Dyrdek taught himself how to draft to ensure that the design and dimensions of the skate plazas would appeal to street skating culture.

Skateboarding Statistics:

- There are 10 million people in the United States who practice "street" skateboarding, which incorporates urban terrain such as benches and rails.
- Despite the fact that 78 percent of skateboarders consider themselves street skateboarders, street skateboarding is still illegal on the public streets of America, except in designated areas such as skate parks.
- Skateboarding developed in late fifties by California surfers as a mode of transportation to the beach and a way to find thrills when faced with calmed oceans and flat waves.
- To ward off street skating, cities practice skate-proofing, which is attaching some form of impediment on the surface the skateboard would normally slide or grind across, leaving the terrain unskateable.
- Skateboarding has fewer reported injuries per year than basketball, baseball and soccer.
- Skateboarding is the sixth largest participant sport in the United States, and the third largest for participants between ages 6 to 18.
- Millions of dollars in damage is done yearly to public property by street skateboarders because they do not have a legal sanction to skateboard.
- Skateboarding is a \$50 million-a-month business, with yearly sales estimated at over \$800 million.
- 55 million people watched the 1999 X-Games, 5.9 million of them were teens 12-17, that's 27% of all teens in the USA.

The Rob Dyrdek/DC Shoes Skate Plaza Foundation:

- A Skate Plaza is an area made for street skating that resembles a public square or similar open area in a town or city, incorporating landscaping and art to create a multi-use park that is aesthetically pleasing and open to the community.
- The Rob Dyrdek/DC Shoes Skate Plaza Foundation seeks to work with city councils and public corporations to facilitate the construction of Skate Plazas throughout the world.
- The Foundation donated \$250,000 for the first Skate Plaza to be built in Rob Dyrdek's hometown of Kettering, Ohio. The plaza is slated to open June 11th 2005.

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