



# \*BITCH BOARDS®



**\*GOODBYE SNOW BUNNY, HELLO SNOW BITCH! BITCHBOARDS IS THE ONLY SNOWBOARD BRAND TRULY MADE BY WOMEN FOR WOMEN. STORY BY ALEX MASTERSON, OWNER AND CREATIVE DIRECTOR OF BITCHBOARDS®**

**THIS SEASON, THOUSANDS OF WOMEN WILL BE HEADING TO THE MOUNTAINS WITH A NEW FOUND CONFIDENCE AND SENSE OF STYLE THANKS TO BITCHBOARDS®.**

a women's-specific snowboard company based in Southern California. Leaving behind the stodgy snow bunny stereotype, BitchBoards® is encouraging and empowering a new type of female snowboarder who shreds it up with style- THE BITCH!

Long gone are the days when women have to sacrifice style on the slopes. BitchBoards® is helping women find their inner bitch by providing stylish gear that infuses fashion and function into the male-dominated sport. Now available throughout Australia and New Zealand, BitchBoards® products are for the woman who wants to bring her own sense of style to the sport of snowboarding. The new 2009 designer collection is eclectic, sexy, artistic and beautiful for all types of bitches! Alex Masterson, designer and creator of BitchBoards®, designs each piece of equipment using photographic imagery that captures the beauty of nature from reflections of a sunset on water to smoke swirling through the air.

As the only snowboard brand truly made

by women for women, BitchBoards® offers products built for a woman's body. For far too long, women have been forced to use boards that were constructed mainly for men making them heavy, awkward and hard to control. BitchBoards® products feature carbon fiber reinforcement to support a woman's lower center of gravity and amazing flex that reacts quicker to a woman's movement. To top it off, the equipment is extremely lightweight making it easier to ride and more enjoyable to use.

BitchBoards® knows it takes a strong and confident woman to shred it up and look good while doing it! A female snowboarder is nothing if not confident and there is a bitch in a every woman who tackles a man's sport head on. This season, join BitchBoards® and evoke your inner bitch with style on the slopes!

For more information about BitchBoards®, please visit [www.bitchboards.com](http://www.bitchboards.com). BitchBoards® products are available in New Zealand and Australia through [www.snow-stuff.com.au](http://www.snow-stuff.com.au). Please contact Snow-Stuff.com to purchase BitchBoards merchandise. Address: Factory 1 / 10 Edinburgh Street, Oakleigh South, VIC 3167, AUSTRALIA • Phone: +61 3 9 572 3966 • Fax: +61 3 9 562 8902 • Email: [bitchboards@snow-stuff.com.au](mailto:bitchboards@snow-stuff.com.au)