Paving The Way To Healthy Communities
“The unique thing about the skatepark project is that it was initiated by the kids. What they’ve learned is if you have a dream and you’re willing to work hard on it, you can make it a reality. That’s an important lesson for kids to learn.”

—Mayor John Schott, Anthony, Kansas
Letter From The Founder

We made it through 2009 with a stronger resolve than ever. Even in our uncertain economy, we managed to provide for many needy communities and our efforts are gaining momentum. The credit goes to our dedicated staff and our amazing donors. But there is plenty of work to be done and we are up to the challenge.

In 2009, we hosted two Stand Up For Skateparks Events (one in Beverly Hills and one in Las Vegas), raising over $1.3-million. And we are confident that we can do better in 2010. This year we hosted our sixth-annual Stand Up For Skateparks benefit, and I think our experience showed—we’ve learned a great deal in terms of hosting successful events.

In 2009 we awarded $455,000 to 38 communities. The best part of these statistics is that 77% of projects funded since THF’s inception are open. In total we’ve awarded 444 grants worth over $3-million to help build public skateparks in low-income areas.

I cannot stress enough the importance of skateparks in high-risk areas—they offer kids a safe place to go and something to do that gives them a sense of self-esteem they may never find anywhere else. This is especially true when those very kids were the ones petitioning the city with the hope of getting their own place to skate. Once communities get their first park, they almost always build more because they see the enduring positive effects they have on kids. Not to mention that the parks get used from dawn to dusk.

Our annual Stand Up For Skateparks benefit keeps growing. Taking place, once again, at Ron Burkle’s Green Acres estate in Beverly Hills, California, the original event had a slew of celebrities, plus plenty of activities and entertainment for all. The vert demo featured a virtual A-list of talent: Andy Macdonald, Pierre-Luc Gagnon, Kevin Staab, Lincoln Ueda, Simon Tabron, and Coco Zurita (plus yours truly). I even managed to pull my first 900 in years. And blink-182 took a break in their long-anticipated reunion tour to rock the Burkle house. Guests mingled with stars like Tommy Lee, Tom Green, Danny Way, Victoria Beckham, Chris “Big Black” Boykin, Jon Favreau, Mat Hoffman, Chuck Liddell, Terry Kennedy, Fred Durst, Johnny Knoxville, Travis Barker, Erik Estrada, Verne Troyer, Tom DeLonge, Perry Farrell, Mark Hoppus, Paul Rodriguez, Jr., and event emcee Sal Masekela.

Youths from the Watts district of Los Angeles were in attendance, and we managed to help raise $43,500 for a public skatepark project near the iconic Watts Towers. This project was brought to our attention via the dedicated skatepark advocates in Watts, not the least of whom is Los Angeles City Council Member Janice Hahn. We were honored to kickstart the funding for this landmark skatepark, and are determined to see it funded and completed in the next year.

Stand Up For Skateparks also traveled this year to Las Vegas. Held at The Wynn Las Vegas, my ramp was placed on top of one of their swimming pools. The scene was a surreal mix of action sports, celebrities, and amazing views. It was attended by the likes of Andre Agassi, Erik Estrada, BMX legend Mat Hoffman, T.J. Lavin, Holly Madison, Sal Masekela, Aubrey O’Day, UFC fighters Chuck Liddell, Frank Mir, and Gray Maynard, UFC President Dana White, and others. And the Vert Demo featured Andy Macdonald, Bucky Lasek, Lyn-Z Adams Hawkins, and Kevin Staab, plus BMX pros Jamie Bestwick, Simon Tabron, and Dennis McCoy. The crowd was also treated to a special performance by Rancid. Our pledge drive raised 80,000 dollars to improve Freedom Skatepark in East Las Vegas, a neighborhood challenged by high crime and poverty.

Skateparks are on the rise, but we still need plenty more of them, built correctly, and located in communities where kids are most at-risk. We are committed to helping those in need now more than ever.

Here’s to a happy, healthy, and skatepark-abundant 2010.
Mission Statement

The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on supporting and empowering youth. Through special events, grants, and technical assistance, the Foundation supports recreational programs with a focus on the creation of public skateboard parks in low-income communities. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing positive results.

Programs

The primary focus of the Tony Hawk Foundation is to help facilitate the development of free, high-quality public skateparks in low-income areas by providing information and guidance on the skatepark-development process, and through financial grants. While not all skatepark projects meet our grant criteria, the Tony Hawk Foundation strives to help communities in other ways to achieve the best possible skateparks—parks that will satisfy the needs of local skaters and provide them a safe, enjoyable place to ride.

Below are some of the programs and services administered by the Tony Hawk Foundation.

Grants

The Tony Hawk Foundation Board Of Directors reviews grant applications twice a year and issues grants based on merit and available funds. We give preference to grassroots projects in disadvantaged communities where children have limited recreational opportunities or access to existing skateparks. We also favor projects that demonstrate strong skater involvement.

Tony Hawk Foundation grants typically range from $5,000 to $25,000. In 2009 we reviewed 127 applications and awarded 36 grants, totaling $450,000.

Technical Assistance

Tony Hawk Foundation staff fields an average of 400 e-mails and phone calls each month. The following are some typical issues we address:

• Getting a skatepark project started
• Lobbying local government
• Liability insurance
• Raising community awareness
• Creating a nonprofit organization
• Fundraising
• Applying for a grant
• Choosing a skatepark designer and/or contractor

Foundation staff can be reached by calling (760) 477-2479 or by e-mail at contact@tonyhawkfoundation.org.

Public Skatepark Development Guide

This collaboration between the Tony Hawk Foundation, the nonprofit Skaters For Public Skateparks, and the International Association of Skateboard Companies (IASC) is the definitive guide for skatepark advocates and city or parks officials pursuing a new public skatepark. Drawing from the collective wisdom of dozens of veteran skatepark advocates, the 128-page guide is full of in-depth information and illustrations that cover topics ranging from the skatepark vision, advocacy, fundraising, design, and management.

Currently in its Second Edition, publication of the Public Skatepark Development Guide was funded by the Tony Hawk Foundation so it could be made available to skatepark advocates for free from www.publicskateparkguide.org.

Fundraising Items

Thanks to Tony and our generous in-kind sponsors, we are able to donate various skate-related goods to projects we are unable to fund via a Grant. These products are used as raffle or auction items to generate funds for skatepark projects.

“The Tony Hawk Foundation grant not only made people notice the project, but they realized that it had achieved a significant amount of support from generous people who believed in the project. It made all the difference in keeping going and believing it would happen, and getting other donors to step forward.”

—Deb Hartman, Sumner, Iowa
Why Skateparks?

In his adolescent years, Tony Hawk considered the local skatepark his home away from home and skateboarding the sport that delivered him into a tight community, shaping his character and teaching him lessons in leadership, perseverance, and taking initiative.

Today, Tony’s two greatest passions are children and skateboarding. In recent years skateboarding has grown to include over 9.3-million participants, yet only about 3,000 skateparks are available for them to ride. Most skaters ride wherever they can—in the streets, in parking lots, and just about anywhere they aren’t chased from. Community groups and civic leaders have identified skateparks as an answer to the lack of suitable places to ride. But most city officials have no idea how to properly develop a skatepark, or even where to start.

After receiving thousands of e-mails from parents and children across America who either did not have a safe, legal place to skate or were ostracized from their community—and in some cases arrested—for skating on public property, Tony decided to establish a foundation whose mission would be to serve this population. He wanted to help them develop quality places to practice the sport that gives them much-needed exercise and a sense of self-esteem. So in 2002 he established the Tony Hawk Foundation, financed the organization with a personal gift, and assembled a Board of Directors that represents a diverse range of backgrounds and expertise.

“The skatepark is located at a complex which houses softball, baseball, tennis, and bocce ball courts. On any given day there may be 50 to 100 people there. The skatepark is highly visible and has become a major gathering spot for youth in our community.”

—Amy Norris, Duluth, Minnesota

Tony with members of the Greencastle, Indiana skatepark committee.

Greenville, Tennessee
Serving Communities

Since its inception, the Tony Hawk Foundation has sought to foster lasting improvements in society, with an emphasis on serving underprivileged children. Through grants and other charitable donations, the Foundation supports programs focused on the creation of public skateboard parks. The foundation favors projects that have strong community involvement, grassroots fundraising, and a base of support from the skaters, parents, law enforcement, and local leaders.

Years ago, Tony identified the need for free, accessible, quality public skateparks. Fortunately, more recently, hundreds of municipalities have come to embrace the recreational—and societal—benefits of skateboard parks. With the popularity of skateboarding fueling the rush to build them, the need for help from the Tony Hawk Foundation has become more urgent and critical. Most cities in the process of building a public skatepark are working on their first, and for them there is no precedent, no blueprint. Once the cement is poured and formed, there is no changing it. All the right questions must be addressed before that step. The Tony Hawk Foundation was established to help cities develop that checklist and ensure that the hard work of skaters, parents, and city officials will result in a quality skatepark that will serve that community for years to come.

For all the petitioning, fundraising, planning, and designing that these individuals commit themselves to, they deserve a park that reflects their efforts—one that kids will actually use and enjoy. Far too many communities produce unskateable parks whose flaws contribute to collisions and injuries. If skaters can’t enjoy their skatepark, they simply won’t use it. The Tony Hawk Foundation offers information and guidance to avoid the most common design and construction mistakes—mistakes that cost communities thousands of dollars and countless hours of wasted effort. Through phone calls and e-mail, Tony Hawk Foundation staff answer questions, offer feedback, and provide information on useful resources to help individuals and community groups achieve the best skatepark possible.

“Adults learned from the process of building a skatepark that the youth can be productive and have skills that are valuable to continuing to improve and grow our small community.”

—Brenda Sather, Greenbush, Minnesota
Since 2002 the Tony Hawk Foundation has been fulfilling its mission to help young people by issuing grants to low-income communities building quality public skateparks, and providing guidance to city officials, parents, and children through the process. In the past eight years the foundation has awarded over $3.1-million to 444 public skatepark projects across the United States.

To-date, 341 Tony Hawk Foundation grant recipients have opened their skateparks and are currently serving an estimated 3-million children annually. With the remaining 103 grant recipients scheduled to open their parks in the next twelve months, an estimated 4-million youth annually will be actively using facilities that received financial aid and development guidance from the Tony Hawk Foundation.

The Tony Hawk Foundation supports disadvantaged communities and at-risk children. We are the only national grant-writing organization focused solely on the development and financing of free, quality public skateparks. We know that skateparks provide a safe and inspiring avenue for skaters to practice and excel at their sport, and that the process of developing their local skatepark encourages and teaches young people how to make positive changes within their own communities.

The Tony Hawk Foundation has been working with municipalities and community groups to help them realize their dream of a quality public skatepark in their community. For Tony Hawk, skateboarding was a healthy outlet and a recreational challenge, and it provided a social group of creative, like-minded individuals. It was also a sport that helped him build confidence, taught him to persevere, and through his mentoring of younger skaters helped him develop leadership skills. The Tony Hawk Foundation works every day to be able to bring these same lessons to youth across the country.

“The monetary contribution from the Tony Hawk Foundation was pivotal to the success of our fundraising. However, to count only the money would be to miss a large part of the foundation’s impact. The Tony Hawk name associated with our park gave us an automatic ‘in’ with other funding sources. Your grant energized our committee, our community, and our youth, and gave us the confidence to move forward and achieve our goal of providing a high-quality free public skatepark for the youth of our area.”

—Jan Firebaugh, Greencastle, Indiana
The skatepark process teaches youth lifelong lessons.

At first glance, the goal of the Tony Hawk Foundation is almost mundane: to help promote and finance public skateparks in low-income areas across the United States. But the foundation’s true mission goes beyond simply making sure skateboarders across the country have a curvy place to play. We’ve discovered that the benefits derived from the process of getting a skatepark built, while not as tangible or quantifiable, are often more valuable than the product itself. If it’s done right, a skatepark project can teach young people a lifelong lesson in the power of perseverance, and remind adults that kids with funny haircuts and pierced lips can not only be good people, but can also get things done.

Although skateboarding has received much mainstream credibility in recent years, thousands of communities have yet to provide skaters with a place to legally practice their sport of choice. As a result, many adults still regard skaters as disrespectful troublemakers. Business owners chase them away. City officials pass ordinances to impede them. Police give them tickets. Shrouded in stigma and with few resources to overcome it, many skaters still grow up feeling disenfranchised, and the institutionalized image of skaters as delinquents becomes a self-fulfilling prophecy.

**Leadership**
In a growing number of communities, however, skateparks have proven to be the perfect hammer to break this ugly cycle. At its best, it works like this: a skater gets in trouble for skating where he’s not supposed to (maybe he gets a ticket, maybe a call home from the school principal) and complains to his parents that he has no place to skate. His parents persuade him to write a letter to City Hall, or to attend a city-council meeting. The skater gets some friends together, puts on his cleanest shirt, sits through a boring meeting, and then makes a nervous but respectful plea for a skatepark. City officials, impressed by the courteous request, agree that it’s a good idea and commit to including a skatepark in the next parks-and-recreation budget and designate a central location for the project.

**Changing Attitudes**
This is when attitudes change. The kids realize that the adults really want to help them, and the adults realize that the kids are willing to work hard for this thing they love. Most important, the kids learn that they can actually accomplish something by working with the system rather than beating their heads against it, or sitting at home.

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**Power Of Perseverance**
A real-world scenario is more likely to include city-donated land, but require the skaters to find the money to build the park. With the help of one or two city officials and a handful of parents, the kids form a committee and spend the next year or two raising money and community awareness. They hold car washes, barbecues, raffles, and skate-a-thons. They do yard work for their neighbors and donate the wages to the skatepark fund. Eventually, the community rallies behind the determined youth brigade. The police chief writes an editorial in the local newspaper praising the kids for their efforts. The local Lion’s Club holds a pancake breakfast, and the paper runs a photo of some beribboned World War II vet flipping flapjacks for skaters.

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*“Our local youth learned the importance of personal communication and presentation of a positive image of skateboarders. When given the responsibility, our youth got very involved and took a personal ownership in the park and their sport.”* —Don Peterson, Barron, Wisconsin
complaining about it. They learn how to communicate in a way that will encourage adults to listen, and they go from feeling alienated to empowered.

**Spirit Of Youth**

We don’t want to sound too sappy, but we are convinced that when teenagers, parents, police, politicians, business leaders, and civic groups all get together and push the same wheel, and that wheel actually turns, the effort alone makes the world a better place.

That is the kind of skatepark project that the Tony Hawk Foundation seeks to fund.

"I think it was really good for people to see something positive and grassroots taking place in town. In a small, rural area that has been struggling economically for a long time, I think people realized that there is power in youth and also power in the idea ‘what if ...’"  
—Joe Fox, Saint Johnsbury, Vermont
Located 55 miles northwest of Tulsa, Pawhuska, Oklahoma is the capital of the Osage Nation. The population faces many challenges—particularly the youth—with 64% of students qualifying for free or reduced-cost lunches, and exceeding the State average for use of gateway drugs. With 90% of children left unsupervised after school and all day during summer vacation, a new skatepark would not only give the local youth something positive to do, it would be their “home away from home.”

In 2007, the skaters of Pawhuska presented a petition to the city for a skatepark. The petition was well received, and the city responded with support, along with a request for the skaters’ full commitment to seeing the park through to completion. The skaters, along with parents and community leaders, formed a skatepark committee and soon proved themselves by participating in skatepark design and various fundraising efforts, including a letter and phone call drive. The city donated land, lighting, and committed to matching whatever funds the group raised. In a few short months, the group raised $12,000 on their own, which is no small feat for such a small, rural, low-income community.

As things moved forward, the skatepark committee convinced the city to change its original plan of a modular skatepark to a lower-maintenance, custom-concrete park. A local skatepark builder, who is also an Osage Native, offered his expertise and services. The skaters were thrilled to realize their new skatepark could now be bigger and better than they first imagined.

The group applied for a Tony Hawk Foundation grant in 2009, and were the only organization that semester to receive the highest grant award of $25,000.

With the assistance and in-kind donations of the local skatepark builder, the total cost of the 5,000-square-foot concrete park was only $74,000, and the skatepark committee is now planning a second phase consisting of a street plaza for the near future.

The Pawhuska Skatepark is a highly regarded community asset, according to the group’s organizer, Cindy Helmer. “The level of activity has been surprising, and better than anticipated,” she said. “The skatepark instantly attracted participants from out of town, up to 100 miles away. Friendships were immediately formed among the enthusiasts, whether they be amateur or professional, young or old. There is no age barrier present, which is awesome to see.”

—Cindy Helmer, Pawhuska, Oklahoma
The evidence is clear—kids today are less active than they were a few years ago, and it’s affecting their health. They spend more time indoors and less time participating in physical activities that provide much-needed exercise. Today, over 16% (9 million) of children and adolescents’ in the U.S. are obese, a number that has doubled since 1980.

While the general trend is alarming enough, children in low-income families are particularly at risk. They have less access to costly organized sports leagues and equipment, and less opportunity to travel to parks or fields to exercise. Obesity has become a critical national priority, with long-term health risks, including—but not limited to—heart disease, high cholesterol, depression, and even cancer. 

Skateboarding is a low-cost solution to this national health epidemic. It’s healthy, it’s athletic, and most importantly, it’s fun. If kids enjoy exercising, chances are they’ll do it more. And if they exercise more, they’ll be in better health—with more energy, greater self-esteem, and even improved academic performance.

In addition to the direct health benefits, research even suggests that skateboarding can help keep teens out of trouble. A 2006 study found that skateboarders are less likely to smoke cigarettes, have sex, and skip school. Between 1998 and 2008, youth participation in individual sports like skateboarding and snowboarding grew significantly, while youth participation in team sports like baseball actually declined. Recognizing this trend, many high schools across the U.S. are contributing to skateboarding’s population explosion, incorporating skateboarding into their physical education programs, clubs, and after-school curricula.

With 341 of the 444 skateparks the Tony Hawk Foundation has awarded grants to since 2002 now open, an estimated 3-million children annually are enjoying creative exercise at these facilities, and city and recreation officials routinely report that their new skatepark is by far the most popular facility they operate.

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When planned carefully, with the help of skatepark professionals and local skaters, a public skatepark does so much more than give the kids somewhere to play. It gives them somewhere to grow and develop healthy lifestyles. But as far as they’re concerned, it’s just a place to enjoy themselves.
2009 Grant Recipients

**Stand Up For Skateparks**

Los Angeles (Watts), California ($80,000)
Las Vegas (Freedom Park), Nevada ($80,000)

$25,000
San Luis Obispo, California (City of San Luis Obispo)
Pawhuska, Oklahoma (Pawhuska Community Foundation)

$15,000
Mount Airy, North Carolina (Skate Mount Airy, Inc.)
Lyndonville, Vermont (Town of Lyndon)

$10,000
Kapa‘au, Hawaii (Roots Advocates for Youth)
Aurora, Illinois (City of Aurora)
Chicago, Illinois (Enlace Chicago)
Batesville, Mississippi (Community Foundation of Northwest Mississippi)
Brooklyn, New York (Friends of Douglass Greene Park)
Celina, Ohio (City of Celina)

Wilmington, Ohio (The Clinton County Foundation)
Dormont Borough, Pennsylvania (New Sun Rising)
Lockhart, Texas (Skate Park of San Marcos)
Sinton, Texas (City of Sinton)
Shelton, Washington (Squaxin Island Tribe)
Parkersburg, West Virginia (City of Parkersburg)

$5,000
Nome, Alaska (Nome Community Center, Inc.)
Brazil, Indiana (Clay Community Parks Association, Inc.)
Estherville, Iowa (City of Estherville)
Frenchburg, Kentucky (Menifee County Fiscal Court)
Federalsburg, Maryland (Town of Federalsburg)
Lyons, Michigan (Village of Lyons)

Mecosta, Michigan (Mecosta Village)
Minneapolis, Minnesota (Urban Ventures Leadership Foundation)
Sebeka, Minnesota (City of Sebeka)
Commercial Township, New Jersey (PoNo Arts and Improvement District)
Bucyrus, Ohio (The Bucyrus Area Community Foundation)
Colerain Township, Ohio (Colerain Township, Ohio)
Greenfield, Ohio (The Greenfield Foundation)
Marietta, Ohio (City of Marietta)
Sallisaw, Oklahoma (City of Sallisaw)
Eugene, Oregon (Skaters For Public Skateparks)
Martinsville, Virginia (City of Martinsville Parks and Recreation)
Port Orchard, Washington (Port Orchard Rotary Foundation)
2002–2009 Grant Recipients

As public skateparks grow in popularity, so does the need for funding. In 2009, the Tony Hawk Foundation received a total of 127 applications from communities in 41 states. The THF Board of Directors awarded 36 grants to skatepark projects in 24 states, totaling $451,000.

To-date (2002–2009), THF has received grant applications from all 50 states and has awarded grants to projects in 49 of them, plus the District of Columbia. Since 2002, THF has received over 1,700 applications and has awarded 444 grants worth $3,121,000.
Situated just southeast of Los Angeles, Compton, California is a notoriously low-income community with 30% of the population living below the poverty line, and 64% of the families speaking a language other than English at home.

In 2006, 5,000 Compton youth were gang members. With such startling numbers, the city was determined to provide positive alternatives for its kids, including a public skatepark where they could practice their skills in a safe, sanctioned environment.

The Mayor revitalized Compton’s skatepark effort that year, and with the help of local skaters, community members, and leaders, he began a campaign for a quality skatepark to serve the city’s multi-cultural population. With a survey showing 64% of the youth either skateboard, BMX, or ride inline skates, it was obvious that a skatepark would not only be an investment in their future, it could also be a life saver.

With the skaters involved, the group began working with an experienced skatepark firm on the design. The project began to gain momentum, and support was secured from the Sheriff, local businesses, clergy, and educators. Noting the group’s perseverance and dedication to their dream park, the Tony Hawk Foundation Board of Directors awarded the Compton skatepark project $10,000 in 2006.

Compton’s outstanding project was chosen in 2007 to be featured at the first-ever pledge drive at the Tony Hawk Foundation’s annual benefit, Stand Up For Skateparks. Local youth were invited to the event in Beverly Hills, and they took the stage with Tony for the live pledge drive. Tony and event guests made donations on the spot, specifically to help their park. Things moved fast, and after mere minutes a staggering $60,500 was raised.

The Wilson Skatepark opened in the summer of 2009, with a crew of skaters, parents, city officials, plus Tony Hawk and the Birdhouse Skateboards team in attendance. The 12,000-square-foot custom-concrete park was celebrated as a vital community asset, and other communities took note. “City officials and adults learned that skateboarding and skateparks are extremely popular,” said Compton City Project Manager Brandon Mims. “After the Wilson Skatepark completion, requests for skateparks from every neighborhood came pouring in.”
The Tony Hawk Foundation invites individuals, corporations, and other foundations to take advantage of a variety of ways to support its work. In addition to cash donations, individuals may make contributions through one or more of the following giving opportunities. As a public charity, contributions to the Tony Hawk Foundation are tax-deductible to the fullest extent of the law.

**Employer-Matching Contributions And Employee Giving Programs**
Through your workplace, you may be eligible to make a gift to the Tony Hawk Foundation and have your employer match that amount at the same time! Double your contribution and your impact, inquire about matching gifts at your workplace. Ask your Human Resources Manager if your company offers a Matching Gifts Program or an Employee Giving Program. Your inquiry will help to spread the word about the important work of the Tony Hawk Foundation and may lead to your company’s support as well.

**Tributes And Memorials**
Make a meaningful gift to honor someone’s memory, recognize a friend’s accomplishment, or celebrate a relative’s birthday with a tribute or memorial donation to the Tony Hawk Foundation. Acknowledgement letters for tribute and memorial gifts are sent directly to the recipient, and you receive a letter for tax purposes for your donation.

**In-Kind Donations**
The Tony Hawk Foundation welcomes in-kind donations of goods and pro-bono services that will contribute to our overall fundraising efforts and mission.

To make a donation to the Tony Hawk Foundation, or to find out other ways you can support our work, contact Kim Novick: kim@tonyhawkfoundation.org or call (760) 477-2479

Donations should be made payable to Tony Hawk Foundation and sent to the following address:

Tony Hawk Foundation
1611-A S. Melrose Dr. #360
Vista, CA 92081

Your tax-deductible donation will be acknowledged by mail. For more information, visit our Web site at www.tonyhawkfoundation.org
Tony Hawk Spins A 900 For Skateparks

Before a crowd of just over 900 people, Tony Hawk spun and landed the elusive 900 during the Vert Demo at the sixth-annual Tony Hawk: RIDE Presents Stand Up For Skateparks fundraiser in Beverly Hills. Held at the home of Ron Burkle, Green Acres Estate, the exclusive benefit also marked the return of blink-182, who played the inaugural Stand Up For Skateparks event in 2004.

The highlight of the fun-filled day, however, was the Vert Demo that once again featured a who’s-who of action-sports—Tony, Bucky Lasek, Pierre-Luc Gagnon, Andy Macdonald, Lincoln Ueda, and Kevin Staab, plus BMXers Simon Tabron and Coco Zurita, performing on Tony’s personal ramp. The high energy on and around the ramp inspired all of the athletes to a spectacular performance, which culminated in Tony landing the 900.

Joining Tony this year on the event’s Benefit Committee were Andre Agassi, Lance Armstrong, Travis Barker, Ron Burkle, Sean “Diddy” Combs, Jamie Lee Curtis, Michael Eisner, Jon Favreau, Lorenzo Fertitta, Frank Fertitta III, Jeff Fine, Robin and Danny Greenspun, Mia Hamm, Mat Hoffman, Kathy Ireland, Bobby Kotick, Chuck Liddell, George Maloof, Andrew Pascal, Shaun White, and Elaine Wynn.

Each year, the Tony Hawk: RIDE Presents Stand Up For Skateparks benefits raise critical funds for the Tony Hawk Foundation’s mission to bring free, quality public skateparks to youth in low-income areas across the U.S. In addition to the amazing Vert Demo and blink-182 performance, the family-centric action-sports carnival featured all-new games and activities, plus unique auction items like a “Hawkized” 2010 Ford Mustang GT.

Guests mingled with stars like Tommy Lee, Tom Green, Danny Way, Victoria Beckham, Chris “Big Black” Boykin, Jon Favreau,
Mat Hoffman, Terry Kennedy, Fred Durst, Johnny Knoxville, Travis Barker, Erik Estrada, Verne Troyer, Tom DeLonge, Perry Farrell, David Spade, Mark Hoppus, Paul Rodriguez, Jr., and event emcee Sal Masekela.

A highlight of the day was the Pledge Drive for a skatepark project in the Watts district of Los Angeles. Several youth from Watts joined Tony on-stage, where he led the effort that generated $80,000 in pledges for the project, which will be built near the world-famous Watts Towers landmark.

In November, Tony Hawk: RIDE Presents Stand Up For Skateparks made its debut at the Wynn Las Vegas resort. With a similar program to the Beverly Hills event, guests mingled with Andre Agassi, BMX legend Mat Hoffman, T.J. Lavin, Holly Madison, Aubrey O’Day, UFC President Dana White, UFC fighters Chuck Liddell, Frank Mir, and Gray Maynard, and others, and were treated to an amazing musical performance by Rancid. The Vert Demo included Tony, Andy Macdonald, Bucky Lasek, Lyn-Z Adams Hawkins, and Kevin Staab, plus BMX pros Jamie Bestwick, Simon Tabron, and Dennis McCoy.

During a special Pledge Drive, Tony Hawk and event Guests donated over $78,000 to make improvements to Freedom Skatepark in east Las Vegas, a neighborhood challenged by high crime and poverty. Guests also had the opportunity to bid and win fantastic auction items, like a DUB Edition Customized Tony Hawk 2010 Dodge Challenger RT, the opportunity to be a character in the next Activision Tony Hawk video game, and the chance to be a roadie for a day with Miley Cyrus.

Raising a total of $1.5-million dollars in 2009 to support the Tony Hawk Foundation's mission to bring free, quality public skateparks to youth in low-income areas, the Beverly Hills and Las Vegas Tony Hawk: RIDE Presents Stand Up For Skateparks benefits were made possible through the generous support of Activision, UFC, Ex Drinks, Andaz, Wynn Las Vegas, Dynacraft, ESPN, Quiksilver Foundation, Wasserman Foundation, Yucaipa Companies, Six Flags, Kohl’s, Tech Deck, Birdhouse, Nixon, DM Steele Printing, JetBlue, DUB, Galpin Auto Sports, and Towbin Dodge.

In 2010, Tony Hawk: SHRED Presents Stand Up For Skateparks returns to Beverly Hills and Las Vegas with a whole new cast of athletes and entertainers, plus all-new activities and fun for the whole family! Visit www.standupforskateparks.org for more information.

Above: Verne Troyer’s auction spoils, Beverly Hills.
Success Story - Philadelphia, PA

In 2008, the Kensington neighborhood of Philadelphia was home to one of the lowest-performing high schools in the city. With high truancy rates and a growing number of student suspensions and serious incidents, the overcrowded school fell within the bottom 5% of schools in Philadelphia. Recognizing these facts as a serious hindrance to the growth of their community, the neighborhood put a plan into action. Starting with school improvements and the revitalization of an adjacent play area known as “Pop’s Playground,” their program plans included a much-needed skatepark.

Later that year, community groups joined local skaters to implement their DIY (do-it-yourself) skatepark campaign. Skaters held art benefits, raising $1,000 towards the park, and local skate shops provided in-kind donations and labor in the amount of $15,000.

A true, collective, grassroots effort, the Pop’s Playground skatepark project attracted volunteers from all over the city. The designer worked with local skaters and the Philadelphia Parks and Recreation Dept. to gather input from all parties. From there, donations and grants came in, totaling $52,000.

With a total cost of $87,000, they were over halfway to their goal when they applied for a Tony Hawk Foundation grant. The remarkable grassroots project showed great promise, with a dedicated and capable group of volunteer builders, and received a $10,000 grant in 2008.

The 5,400-square-foot concrete-skatepark design was to replace an existing and underutilized open space, and as soon as they had funds and their plan in place, the team of volunteers begin building.

The skatepark at Pop’s Playground opened later that year, and things couldn’t be going better. In fact, it’s not just the skatepark itself that has been beneficial to the local community—but the entire skatepark process, according to Shanta Schacter, Director of Development and Operation. “Adults learned that with proper motivation and guidance, the young adults involved could really work hard, and at the same time, be inspiring mentors to the younger kids,” she said. “In addition, a number of the younger committed volunteers did a lot of growing up during the building, taking responsibility for the project. It was a huge learning experience, not only technically, but also in terms of these volunteers’ becoming responsible adults.”
$100,000 – $200,000
Activision
Ultimate Fighting Championship (UFC)

$50,000 – $99,999
Ex Drinks, LLC
Dynacraft
PayPal

$25,000 – $49,999
Kohl’s Department Stores
Crumb’s Bake Shop
Watson Foundation
ESPN
Nixon
Quiksilver Foundation
Yucaipa Companies
Six Flags
Spin Master Ltd.

$10,000 – $24,999
K1 Speed, Inc.
Tony Hawk Incorporated
Eisner, Frank & Kahan
Mindshare Entertainment
Arie and Ida Crown Memorial
Bell Sports, Inc.
Best Buy Co., Inc.
Bravo Sports
Fundango, Inc.
Ryan Scheekler Foundation
Shulman Family Foundation
T Mobile

$5,000 – $9,999
Hawk Management
Morris P. Payz & Levine
Alpert Family Foundation
BNC
Rhonda Romero
Alex LeVasseur Memorial Advised Fund
Alex Von Furstenberg
BBC International, LLC
Creative Artists Agency
Disney Worldwide Services
Flip’Inn Pizza
Iason Hope
John and Joanne Viola
Stephen and chantal Gloseck
Steven and Heather Munchin Foundation
Sundt Memorial Foundation
Wells Fargo Bank

$1,000 – $4,999
Wendy Goodrich
Coffee Bean & Tea Leaf
VF Services, Inc.

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Wynn Las Vegas
Northern Trust
David Ravidson
Sweet Treats
California Skateparks
Chris Sacca
Elaine P. Wynn Foundation
Erik Stroman
Harry M. Brittenham
Issa Family Foundation
Janet and Lester Knispel
Michael Stern
Noah McMahon
Palms Casino Hotel

Steven Sanders
Tobin Dodge Superstore
Robert Blau
Sean and Tammy Regan
Daniel and Robin Greenspun
Jeffrey McFarland
Alan Karen
Andy Stabile
Ashlee Margalits
Gary Jakowitz
Joel and Fiona Silver
Daniel Millstone
Sean Carey
Nancy Hawk
James Michelfelder
Josh Taub
Denny Pierce
Eleanor A. Novick
Maria Hardy
Michelle Rochwarger
Michael Gowell and Mitra Best
Nancy Paul
Richard Schonfeld
Cyn Banister
Devon Gaston
Elaine Petschek
Gerard Cappello
Griffin Bushwell
Icse Christison
Jarod Bond
Joe Claglia, Jr.
Kevin Lyman
Kevin Rose
Michael Applegate
Richard Bennett
Rodney and Holly Peete
Russell Gressman
Sarah Hall
Steve Baker
Steve Mellgren

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Tim Valine
Bill Silva
Marvin and Sandra Smalley
Family Foundation
Dawn Hume
Andrew Bass
Charles Fradin Home, Inc.
Connie Fox
Dylan Bruno
Frank Ryan
James deWinter
Jay Fox
Jeff Seabold
Jo Ann M. Flashman
Keith Sale
Michelle and Brad Schy
Patricia Goldberg
Shing Tao
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Ted Cotye
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MissionFish
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Lenore Hawk Dale

Mark and Brenda Squiers
Michelle Schroder
Deborah and Otho Behr, III
Robert Sally
Rosemarie Rogers
William Kasoy
Clay Jensen
Network For Good
Lynne Show
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Sal Masekela
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Chris Sumner
Constance Arthur
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Eileen Calandro
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Passari Wynne
Jason Smyth
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Cindy Horgan
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James Fibby, Jr.
Karlee House
Lisa Gregory
Melanie Reisman
Rachel Goldstein
Ronald and Jeanne Fulk
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Stacey Stringfellow
Wendy Gustin
Barbara Schoening
Cory Barcell
Jane Moore
Tracie Sullivan
GoodSearch
Aaron Shafe
Elyse Redenden
Nicholas McLaren
Steve Agency
Matt Zaniewski
Angela Laisser

Toni Frazzaicardi
Benett Flicker
Professional Appliance
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Steve Agency
Matt Zaniewski
Angela Laisser

Brian DeGrush
John Dargan
John Long
Kevin Liax
Mobile Giving
David Melton

In-Kind Donations
Wynn Las Vegas
Ex Drinks, LLC
Activision
Dynacraft
Quiksilver
Kohl’s
Nixon
D.M. Steele Printing
Rove Kurlak
Andaz West Hollywood
Galpin Ford
Tomlinson Dodge
SVP Inc. John Dargan
JetBlue

Arsenal
Rock It Cargo
GarageCo Toys
Better Bidders
Sweet Treats
TH Properties
FlipInn Pizza
Bell Sports
Yasin Signs Solutions
Bearcom Rentals
Birdhouse Skateboards
Coffee Bean & Tea Leaf
Bones
Powder Skateboards
Skate One
Pink’s Hotdogs
Bunheads
LEGO
Someone’s In The Kitchen
Sweet Waterfall
All Access Staging and Production
Hamish On
Black Box Distribution
Zero Skateboards
Fallen Footwear
Mystery Skateboards

<table>
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<td>Barbara Krick – In Honor Of Michael Scott Krick</td>
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<td>Adam Lauderdale – In Honor Of Lopez-Lauderdale Wedding Guests</td>
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<td>Patricia Aginitch – In Honor Of Christopher Robrecht</td>
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<td>Linda House – In Honor Of Robbie Hamilton</td>
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<td>David Beckwith – In Honor Of Tony Hawk</td>
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<td>Zane Murdock – In Honor Of NSM Resources Corp.</td>
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<td>Matthew Capably – In Honor Of Mr. Under Ali Layeghi</td>
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<td>Greg Blough – In Honor Of Robert Daniel Shiloh Hamilton</td>
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<td>Danielle Parmenter – In Honor Of Ari Mikhail</td>
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<td>Sabine Meyer – In Honor Of Nachaham Minyan Torah School</td>
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<td>Rachel Kim – In Honor Of Kris Klinge</td>
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<td>Dave Setzke – In Honor Of Dan Setzke</td>
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<td>Cami Jones – In Honor Of Koli Wilber</td>
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Law Enforcement Supports Skateparks

To examine the impact of public skateparks from the local law-enforcement perspective, the Tony Hawk Foundation surveyed law-enforcement officers in communities where THF has contributed to the construction of a public skatepark. Each municipality included in this survey has had its skatepark open at least one year. In total, 102 officers in 37 states, from Oregon to New Hampshire, were interviewed.

The majority of law-enforcement officers consider their public skatepark a significant community asset. Some officers reported that their departments are actually working with the skaters to improve the skateparks and to promote them in their communities.

The following are some of the findings of the 2009 Tony Hawk Foundation Law Enforcement Study:

Skatepark Is A Community Asset
90% of the officers surveyed believed the skatepark is an asset to the community. A common response from officers throughout the country was that providing kids somewhere to go and be active is always a positive thing.

Fewer Complaints
85% of officers stated that since the public skatepark opened in their community, their police/sheriff’s department has noticed a significant decrease in complaint calls from business and property owners regarding skate-related incidents. The officers attributed this decrease to the skaters’ having a sanctioned place to skate, and no longer resorting to trespassing in order to practice their sport.

Skatepark Deters Youth Crime
47% of officers noticed a decrease in overall youth crime since the skatepark opened. A common story shared by the officers was that giving youth something to do, and a place to go, decreases their chances of getting into trouble.

Skatepark is Common Ground
40% of officers surveyed believe having a skatepark has had a positive impact on the relationship between law enforcement and local youth—“bridging the gap” between them. Many officers were pleased that the skatepark provides a neutral territory for the two groups who once met in adversarial situations on the sidewalks and streets around town.

The results of this study show that a majority of law-enforcement officers surveyed believe their public skatepark is a community asset, keeping the youth healthy, active, and away from the traffic on streets and sidewalks. Almost half of the officers interviewed reported a reduction in overall youth crime since their skatepark opened, with a significant decrease in skate-related trespassing contributing to that figure.

“I can honestly say that, based on my 27 years of police work, if you can keep kids busy like the skatepark has done, you have completely prevented a future adult offender.”
—Sergeant Glenn Fossa, Fitchburg, Massachusetts
A tiny town with a population of 700, recreational opportunities for the local youth were limited in Echo, Oregon. Although the town did have a free public skatepark, it was small, consisting of a few pieces of modular equipment on a cramped concrete pad where the youth found themselves running out of room. When local fifth graders were asked to rate the best and worst part of their community in 2006, many listed the skatepark as their greatest frustration. The need for a substantial skatepark was obvious.

Creating compelling recreational opportunities for youth in Echo is no trivial matter. According to a local survey, over 17% of local eighth graders considered suicide in the past 12 months. Suicide is the second-leading cause of death among Oregon teens.

The skaters and parents banded together to brainstorm ways to bring a new, more challenging skatepark to their community. They met with the City Administrator to put a plan into place, one of their top priorities being to hire an experienced skatepark firm that could build a park able to withstand the severe Oregon weather. The group extensively researched reputable concrete-skatepark firms, and went to work to identify potential funding sources, all while building critical community support for the project.

As their work progressed, fundraising began to take off with events like a raffle and yard sales, and businesses and individuals jumped on board with their own donations. The group collected letters of support from local dignitaries, and had raised just over $6,000 at the time they applied for a Tony Hawk Foundation grant.

Recognizing the inspiring small town’s motivation for a “big town skatepark,” the Foundation Board awarded the group $5,000 for the construction of their project.

Echo’s 6,000-square-foot custom-concrete skatepark opened in December 2009. Since then, it’s brought countless skaters from all over, meeting one of the group’s initial goals of attracting visitors to their tiny town. Diane Berry, City Administrator, has also noticed another unexpected benefit to the community. “One of the major things I have noticed so far is the drop in the instances of minor vandalism,” she said. “Especially for smaller rural communities with limited recreational opportunities, the skatepark provides a place for children to congregate that is their space.”
Board of Directors

Tony Hawk is THF’s Founder and President. His long history and success as a professional skateboarder helped him pursue a career with worldwide reach. In 1992 he founded the renowned Birdhouse Skateboards brand, which he still owns and operates today. The most recognized action-sports figure in the world, Tony is also President of Tony Hawk Inc., a worldwide leader in action-sports video games, merchandising, events, endorsements, and film and digital media. He frequently appears on television and in films, hosts a weekly show on the Sirius XM satellite radio network, and regularly takes his talent on the road with the Birdhouse Skateboards team. Tony’s success and good fortune have inspired him to do what he can to help young people, so in 2002 he launched the Tony Hawk Foundation to help achieve that goal.

Lenore Hawk Dale, Tony’s sister, spent fifteen years as a classroom teacher and another ten years as the Director of Bilingual Education for a school district in Southern California. In her years in education, she worked with families in several low-income school districts. For the past ten years, she’s served as Director of the Tony Hawk Fan Club.

Pat Hawk, Tony’s sister, has been COO of Tony Hawk, Inc. for over twelve years and has played a crucial role in the growth of the company and its affiliates. She has a strong background in entertainment, sports marketing, endorsements, licensing, and management. Pat and her family live in Laguna Beach, California.

Steve Hawk, Tony’s brother, was THF’s founding Executive Director. He has been a journalist for more than 25 years and is the former editor of Surfer magazine. More recently, he was a staff writer on the HBO television series John From Cincinnati, and is currently executive editor of Sierra magazine.

Lhotse Hawk, Tony’s wife, has a background in Marketing, PR, and Event Production. Her firm, Method Media & Marketing, was retained by ESPN, Warner Brothers, and Mountain Sports International, among others. An avid skier, she founded the International Freeskiers Association, a ski sanctioning organization. Lhotse is currently busy raising the youngest Hawk chick, Kadence Clover.

Gary Arnold is Senior Entertainment Officer and SVP Marketing for Best Buy. Previous to joining Best Buy in the mid 90s, he worked in the music and entertainment industry spearheading new-media transitions, merchandising, and the introduction of new categories like action-sports entertainment. Gary’s 30 plus years in the music-and-entertainment industry also lends greatly to his role on the THF Board Of Directors.

Gerard Cappello is the founder of Greenside, LLC. He is a LEED—AP (Accredited Professional) and a member of the USGBC (United States Green Building Council) and a Certified Sustainable Building Advisor (NaSBAP—National Sustainable Building Advisor Program). He has been active in real estate development and corporate finance since 1982, and served as founder and President of Cappello Capital Corp., investment bankers. Gerard also serves on several boards, including Catholic Big Brothers Big Sisters of LA, and was the founder of the Malibu Chapter of the Young Presidents Organization.

Kent Dahlgren was the founding Executive Director of the nonprofit Skaters For Public Skateparks. Over with two decades of skatepark construction, development, and advocacy to his credit, Kent has become the key spokesperson for skatepark advocacy in the U.S.

Sandy Dusablon is CFO of Tony Hawk, Inc., and a long-time contributor and advisor to THF. As the foundation continues to grow, Sandy’s financial acumen has proven to be a critical resource in a complex fundraising environment.

Bob Kahani is a partner at the Los Angeles-based business-and-entertainment-law firm Eisner, Frank & Kahani. His practice includes 40 years of experience as a transactional-deal lawyer. Bob advises clients in a variety of industries, and practices in the areas of mergers and acquisitions, corporate governance, franchise, licensing, and general corporate and business law. Bob is a critical resource for THF, as the foundation continues to grow and expand both its fundraising and program services.

Bobby Kotick is Chief Executive Officer of Activision, and has been a key supporter of the Foundation since its inception. Activision has been Title Sponsor for the foundation’s annual Stand Up For Skateparks benefit every year since it launched in 2004. Bobby is well known for his charitable giving and involvement in philanthropy nationwide, and serves on a number of nonprofit boards, including the Center for Early Education and as the Vice Chairman of the Los Angeles County Museum of Art.

Jared Levine is a Senior Partner at Morris Yorn Barnes Levine Knantz Rubenstein & Kohner, a Los Angeles-based law firm specializing in advising select clients in transactional media, entertainment, and related matters. Jared’s extensive background in entertainment and contract law has been crucial to THF’s continued success. A graduate of Harvard College and Harvard Law School, he joined the THF Board Of Directors in 2005.

Jamie Thomas is a legendary pro skateboarder and industry icon. He is the President and founder of Black Box Distribution, home to Zero Skateboards, Mystery Skateboards, slave Skateboards, and Fallen Footwear. Jamie has been recognized in the business community for the success of these brands and the positive support they’ve shown to the skateboard community. His experience and broad perspective helps bridge the gap between skateboarding and the board room, which makes Jamie an invaluable member of the THF team.

Mike Vallevy has spent more than 20 years as a pro skateboarder touring all over the world and skating more parks and spots than anyone. He draws from his broad knowledge, experience, and passion for skateboarding in contributing to the Board and promoting the foundation’s mission throughout the far corners of the U.S.

Erica Zohar is CEO of American Groove, Inc., a Los Angeles-based marketing and branding consulting firm. She is a member of the Bel Air Chapter of the Young Presidents’ Organization (YP0) and an advisor to the Los Angeles Sports and Entertainment Commission (LASEC). Erica is also a board member of the Wertzheim Family Foundation and an advisor to several Los Angeles-area charities. Erica works closely with her husband Lior on many projects, including both business ventures and charitable work.

Lior Zohar is CFO, COO, and General Counsel of American Groove, Inc. Prior to his work there, he practiced law as an entertainment and intellectual property litigator. Lior is also President of commercial real estate holding company Stone Canyon Properties, LLC. He and his wife Erica are active with many philanthropic causes, and both have been strong supporters of THF and Stand Up For Skateparks over the years.
“This was a wonderful lesson in civics for the youth who were involved. They started out as a small band of disenfranchised youth who took a petition to City Hall and ended up mobilizing an entire community to support building and operating this park. These youth learned that they can make a difference in the community.”

—Sharon Michels, Gettysburg, Pennsylvania
The Tony Hawk Foundation seeks to foster lasting improvements in society, with an emphasis on supporting and empowering youth. Through special events, grants, and technical assistance, the Foundation supports recreational programs with a focus on the creation of public skateboard parks in low-income communities. The Foundation favors programs that clearly demonstrate that funds received will produce tangible, ongoing positive results.

Tony Hawk Foundation
1611-A S. Melrose DR #360
Vista, CA 92081
(760) 477-2479 ph
www.tonyhawkfoundation.org

Cover: Tony Hawk was on-hand for the Grand Opening of the Compton, California skatepark on June 27, 2009. After the ribbon cutting, he demonstrated the proper way to hoist a stalefish air above the bowl (photos: Atiba Jefferson). Back: Tony and his new friends at the Grand Opening of the Nathan Lazarus Skatepark in Nederland, Colorado on May 30, 2009 (photo: Miki Vuckovich).

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