



I AM SNOWBOARDING

A COLLABORATIVE ART PROJECT IN HONOR OF JEFF ANDERSON

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FOR IMMEDIATE RELEASE:

Wednesday, October 15th, 2009 (CA) -

Jeff Anderson was a professional snowboarder for ten of the twenty-three years that he lived his amazing life. In that time he touched thousands of lives around the world in both the snowboard and skate communities.

Joel Muzzey: "Jeff Anderson is snowboarding. True Mammoth local. First-generation grom. Child of the 80s. Student of Life. Malcontent. Handrail destroyer. Artist. Aerialist. Younger brother. Devoted friend."

In honor of what would be Jeff's 30th birthday this November, and to raise money for the JLA Memorial Fund, a group of world-renowned photographers and artists, friends of Jeff and of snowboarding have come together to create an unparalleled body of work titled:

I AM SNOWBOARDING.

One photographer is paired with one artist to create an original 30" x 40" piece. A photo of Jeff, shot by the photographer, has been enlarged onto archival canvas upon which the artist paints or uses any medium to create a unique collaborative work.

The resulting pieces are one of a kind, the partnerships formed in this project a tribute to the depth of the snowboarding, skateboarding and art communities.

All proceeds from I AM SNOWBOARDING go directly to the JLA Memorial Fund - the completion of the Brothers Skateboard Park in Mammoth and the support of local art.

The collection will be released for the first time in The Village at Mammoth, Mammoth Lakes, CA on November 14th, 2009 and will be open to the public for two weeks through November 29th. Opening Reception Saturday, November 14th from six to nine in the evening during Mammoth Mountain's Big Kickoff Weekend.

Limited edition prints will be available online through Asymbol Gallery - Travis Rice and Mike Parillo's new endeavor that showcases the art and photography that have defined their lifestyle for the past decade. Asymbol is set to launch this November. Originals will be auctioned at the end of the season. Details TBA.

Please visit www.iamJLA.org for more info.

PARTNERSHIPS:

Photographer – Artist

Danny Zapalac – Bryan Iguchi

Cheyenne Ellis – Matty Thompson

Chris Brunkhart – Matt Donahue

Jane Baer – Mark Gonzales

Tim Zimmerman – Mike Parillo

Jared Eberhardt – Michael Jager

Jane Baer – Jamie Lynn

Billy Anderson – RYNo

Shem Roose – Scott Lenhardt

Patrice Miller – Dustin del Giudice

Jeff Curtes – Nick Russian

Todd Hazeltine – 2jaws

Ryan Boyes – Ben Brough

Dean "Blotto" Gray – Shane Charlebois

Jane Baer – Devon Weniger

Stan Evans – Robert "Sticky" Shaw

Jamie Mosberg – Jojo Whitmarsh

Trevor Graves – Adam Haynes

Chris Owen – Tyler Lepore

Billy Anderson – Jamie Heinrich

MMSA/Steven Brown – Peter Stow, Brian Cook, and Aaron Vujicic representing Stormriders

I AM SNOWBOARDING is proudly brought to you by:

Asymbol gallery, Burton, Volcom, Oakley, Liberty Board Shop, Analog, Mosaic Sports Management, Mammoth Mountain, The Village at Mammoth, and The Mammoth Lakes Foundation