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KEVIN SANSALONE
 SANDBOX
 info@sandboxland.com
 www.sandboxland.com

SANDBOX VOTED #1 SNOWBOARD HELMET IN CANADA

WHISTLER, BC, 01/17/2011 — With the release of the new SBC Retailers poll SANDBOX has reached the goal of being voted #1 snowboard helmet in Canada.

Sandbox was founded in 2004 by Kevin Sansalone and a group of close friends in their hometown of Whistler BC. The core group behind the scenes at Sandbox is Kevin, Clayton Larsen, Mellissa Lawrence, and Josh Ross along with a team of very talented snowboarders, filmmakers and designers. They started the brand with a series of snowboard films that captured a new style of film making with well rounded riding that is a huge part of the snowboarding culture in Whistler and Western Canada. Later they started the Sandbox helmet brand in 2007. The helmets are quickly becoming one of the leaders in helmet style, design and function. The Sandbox helmet was an instant hit offering a unique batting helmet shape and a thin, soft EVA liner for a comfortable, low profile fit. Sandbox has expanded the line to include a certified version of the Classic and a Certified Skate Shape now called the Legend for its legendary shape and fit based on skate helmets of the 1980s, both with lower profile CE Certified EPS liners. With distinctive shapes, looks and colors, Sandbox helmets are a unique and affordable alternative for protecting your head. Kevin has been snowboarding for over twenty years, and has been completely involved with every aspect of the sport, from competing, filming and marketing to snowboard construction and now helmet design.

This is a true rider owned and operated brand.

