

## **CRÈME Int. Announces Partnership with the Breathe Foundation** **Build Skate Bowl in Itacaré for Breathe/Respira Brazil**

**CRÈME Skateboard and Clothing company, in association with the Breathe Foundation, announce the construction of the CRÈME Skate Bowl in the infrastructure-starved town of Itacaré, Bahia, Brazil to coincide with the Breathe/Respira Brazil event from the 15th to the 25th of May, 2010. Breathe/Respira Brazil creates awareness for ecological and social issues fusing music, art, field trips, seminars and direct action projects.**

Defined as one of the "Direct Action Objectives" for the Breathe/Respira Brazil event, the construction of the "CRÈME Skate Bowl" and subsequent donation to the Town Council of Itacaré will bring much needed recreational facilities to local children, and activities for the schools in the region.

The "CRÈME Skate Bowl" will be constructed on Tiririca Beach, directly in front of the the town's main surf break, and will be built to create emulate a surf style flow with a number of pro-rated features. This less aggressive design, in part will, allow the skating to assist the progression of surfing and will help to reduce the chance of injuries in a location where the closest fully-equipped hospital is situated over 75 km away.

In addition to their commitment to the construction of the CRÈME Skate Bowl itself, CRÈME Int. Corporation is also donating 40 full skate set ups for free use by local children each day on receipt of a bag of rubbish collected from around the town.

*"The partnership with CRÈME Skateboards allows us not only to complete one of the "Direct Action Objectives" planned during the Breathe/Respira Brazil event, by creating lasting benefits to the town of Itacaré, but also helps us to introduce an important educational programme demonstrating positive return for positive actions."* said Drew Stevenson, General Manager of the Breathe Foundation.

The CRÈME Brazil Pro Tour will kick off in Salvador da Bahia with a skate session where three local rippers will be invited to join their Pro Team to participate at the CRÈME skate contest held during the Breathe/Respira event, the opening of the "CRÈME Skate Bowl" and to help with coaching sessions with the local kids.

*"CRÈME is proud to announce its support of the BREATH FOUNDATION and its commitment to raising awareness on ecological, sustainable and social issues. CRÈME is in the process of investigating and already executing (in part) the use of sustainable packaging, environmentally friendly production methods and marketing tools."* said Robert Hourmont, General Manager CRÈME Int. Corporation. *"CRÈME's commitment to the construction of the CRÈME Bowl at the Breathe/Respira Brazil event is an investment into skating and the children in the area of Itacaré."*

Updates and progress reports on the CRÈME Skate Bowl and all aspects of Breathe/Respira Brazil are available on [www.breathefoundation.org](http://www.breathefoundation.org). For more information on CRÈME go to: [www.gotcreme.com](http://www.gotcreme.com)

**To the Editors:** CRÈME Int. Corporation was founded in 2002 in London to create PAN-EUROPEAN skateboard and urban lifestyle brand. Inspired by the cultural diversity and urban lifestyle throughout Europe, CRÈME set out to SUPPORT EUROPEAN SKATEBOARDING and its culture throughout the continent and beyond. Having created an International brand, with team riders from UK, Czech Republic, Germany, France, Spain, Sweden, Italy as well as an internationally diverse management and design team, it is our goal to expand our operations further by launching a footwear collection and a retail flagship store concept in Europe, Asia and North America. CRÈME's design team is based in Barcelona (Spain), marketing is handled out of Nice (France), operations, logistics and sales are based in Innsbruck (Austria). CRÈME is managed by active and passionate action sports enthusiasts who participate in this lifestyle on a daily basis and are constantly seeking to improve products in close cooperation with CREME's professional team. CRÈME has evolved from a skateboard manufacturer to skateboard, street wear and lifestyle company; designing and manufacturing skateboards, wheels, trucks as well as men's, women's and kids street wear, shoes and accessories. The company's holdings include the brands: CRÈME SKATEBOARDS, CRÈME FEMME, CRÈME FOOTWEAR, CRÈME TRUCKS AND CRÈME DENIM – [WWW.GOTCREME.COM](http://WWW.GOTCREME.COM)

**Breathe Foundation** is a non-profitmaking Swiss Verein, registered to Forchstrasse 226, CH-8032 Zürich, Switzerland, focused on creating communication platforms, documentaries, events, charity and fund raising activities aimed at creating greater awareness and support for social and ecological issues at a local and global level.