

"Never doubt that a small group of thoughtful, committed citizens can change the world; Indeed, it's the only thing that ever does." - Margaret Mead

The large national snowboard retailer, Burton, has partnered with Playboy to create a pornographic line of boards and boards depicting self-mutilation. You can see the new Coalition line by following these links to one of Burton's distributors or by going to [www.Burton.com](http://www.Burton.com), clicking on "gear", then "collections", then "Coalition". However, we warn you that these images are quite graphic. We have inserted the links here solely for people to be able to decide for themselves if they find these images as inappropriate as we at S.A.F.E. ALTERNATIVES believe they are.

The following is a portion of a letter from Lezlee Sprenger:

*I don't make my living telling people how to live their lives. But, my daughter is a teen in high school and can name kids in her class who injure themselves. It's so very sad and infuriating that Burton so grotesquely depicts what doctors and educators and parents fight to prevent! If you feel that you can educate Burton on what you see every day in your valuable work, please do.*

*Many thanks,  
Lezlee Sprenger, Essex, VT*

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The following letter is from Jeff Sprenger to Burton:

*September 22, 2008  
Burton Snowboards N.A.  
80 Industrial Parkway  
Burlington, VT 05401  
U.S.A.*

*Dear Burton,*

*What are you people thinking? I just saw your new Coalition line of snowboards and cannot fathom what sort of decision process resulted in such ill-conceived product. Is it possible that you are producing snowboards with graphics debasing women as well as other snowboards promoting self-mutilation?! (Love line, and Primo line "mutilate the mountain," see quote and image below).*

*"My name is LoveT and I'm on the market for someone who's looking to score serious action, no matter where they like to stick it" - quote from Burton.com website,  
Sept. 22, 2008*

*Surely you must realize that there are organizations whose goal it is to advance the standing of women globally, and other organizations that work to protect children and adults from self mutilation.*

*Not only are these products in the poorest of taste, they are also socially irresponsible. What's more, they work to undo the many years of hard work by people at Burton to build a national brand. I realize that you may be trying to reach a "cutting edge" demographic of 14 to 30 year old males, but I assure you that you will squander a much larger main-stream market with this approach.*

*I implore you to seriously reconsider your product line and pull these offensive boards off the market. The market buzz gain that your product line may generate will be far outweighed by what may become an outright boycott of Burton products.*

*As a snowboarder and a Vermonter, and a father of two riders, I had been proud of what Burton has achieved. Now, I feel ashamed for your company and for Vermont.*

*Respectfully yours,*

*Jeff Sprenger  
Essex Junction, Vermont 05452*

*Cc: Jake Burton, CEO  
Donna Carpenter, Women's Initiative  
Laurent Potdevin, President and COO  
Clark Gundlach, Exec. VP and General Manager*

#### **BURTON RESPONSE:**

*Thank you for your feedback and sharing your opinion. The Burton Coalition line and the Playboy limited edition snowboards were created at the request of two of Burton's professional snowboarders. Both Burton and Playboy were founded on principles of individual freedom, and the collaboration has resulted in boards that reflect this attitude. The imagery on the boards is tastefully done, and we believe that they will be collector's items. The snowboards will be fully wrapped with an 18+ age disclaimer to purchase.*

*Burton Snowboards  
Rider Service  
80 Industrial Pkwy  
S. Burlington, VT 05403  
800-881-3138*

## **Let's keep these boards off our mountains and away from our families -**

Here is a partial list of folks and organizations that have spoken out about this:

- Spectrum Family Youth Services
- White Ribbon Campaign (men who speak out against Domestic Violence)
- Center for Media and Democracy
- Girl Scouts Council President
- Federation of Business and Professional Women

- Vermont Network
- Women's Business Owner's Network (individual members)
- UVM Presidents Commission on the Status of Women
- Private therapists
- Moms, Dads and youth
- Facebook pages
- Feminist Peace Network

## Recent media coverage links:

[http://www.stowetoday.com/news\\_tool\\_v2.cfm?pnplD=1034&show=localnews&NewsID=927967&CategoryID=19630](http://www.stowetoday.com/news_tool_v2.cfm?pnplD=1034&show=localnews&NewsID=927967&CategoryID=19630)

[http://www.vpr.net/news\\_detail/82422/](http://www.vpr.net/news_detail/82422/)

<http://www.essexreporter.com/EssexReporter/Home.html>

<http://7d.blogs.com/blurt/2008/09/new-burton-boar.html>

<http://www.7dvt.com/2008critics-burton-snowboards-request-meeting-company>

[http://www.wcax.com/Global/category.asp?C=139464&nav=menu183\\_5](http://www.wcax.com/Global/category.asp?C=139464&nav=menu183_5)

[http://www.shredbetties.com/articles/story/controversy\\_over\\_burtons\\_love\\_series/](http://www.shredbetties.com/articles/story/controversy_over_burtons_love_series/)

<http://www.burlingtonfreepress.com/apps/pbcs.dll/article?AID=/20081002/NEWS02/81001048/0/NEWS02>

<http://www.cnn.com/video/#/video/us/2008/10/02/moran.naughty.snowboards.wptz?iref=videosearch>

Family Violence Prevention Fund

<http://endabuse.org/programs/display.php3?DocID=9916&gclid=CKiSypI9tJYCFQkcHgodz239LQ>

Women's Health.Gov

<http://www.4women.gov/violence/index.cfm>

Media Education Foundation - The Price of Porn

<http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=235>

Media Education Foundation - Misogyny in our Culture

<http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=234>

Newsweek - The Pornification of a Generation

<http://www.newsweek.com/id/162792>

Health A-Z

<http://www.healthatoz.com/healthatoz/Atoz/common/standard/transform.jsp?requestURI=/healthatoz/Atoz/ency/self-mutilation.jsp>

S.A.F.E ALTERNATIVES (Self Abuse Finally Ends)

<http://www.selfinjury.com/>

United Nations Development Fund for Women

[http://www.unifem.org/gender\\_issues/violence\\_against\\_women/at\\_a\\_glance.php](http://www.unifem.org/gender_issues/violence_against_women/at_a_glance.php)

American Life League - The Harmful Effects of Pornography (the science of pornography)

<http://www.ewtn.com/library/PROLENC/ENCYC134.HTM>

Women Helping Battered Women

<http://www.whbw.org/>

NetSafe - Pornography and the First Amendment

[http://www.nap.edu/netsafekids/pp\\_li\\_pfa.html](http://www.nap.edu/netsafekids/pp_li_pfa.html)

Vermont Commission on Women

<http://www.women.state.vt.us/>

Rutland Herald on the Burton issue. It has some responses from ski resorts and is the first article to do so (that I know of). Many thanks for your continued interest and support!

Lezlee and Jeff Sprenger

<http://www.rutlandherald.com/apps/pbcs.dll/article?AID=/20081015/NEWS04/810150398>

Update:

*Vail Resorts released an announcement that they are prohibiting their employees from using the Primo and Love boards. Vail Resorts owns Vail Mountain, Breckenridge Ski Resort, Keystone Resort, and Beaver Creek Resort. I just got off the phone with Amy Kemp (listed below). She was delighted to receive a positive call. I urge you to call or email her with encouragement and support. Vail Resorts is taking a tough stand and setting an incredible example for the sporting industry as a whole. I have also heard that Smuggler's has taken the same stand - but this is still to be confirmed. Can anyone confirm?*

*With gratitude! Lezlee Sprenger*

*Contact information for Ms. Kemp:*

*Amy Kemp, Senior Corporate Communications Manager*

*akemp@vailresorts.com*

*303.404.1863*