

Spin Master announces Tech Deck Partnership with Street League Skateboarding Foundation



Partnership will contribute to grass-roots efforts to better communities through skateboarding

TORONTO, Aug. 12, 2016 /CNW/ - Spin Master Corp. (TSX:TOY), a leading children's entertainment company, is proud to announce Tech Deck as an official partner of the Street League Skateboarding Foundation (SLSF). The partnership will see the two companies create new fundraising opportunities to support SLSF efforts to build free, public skate plazas and help create healthy, sustainable communities.

(LOGO: <http://photos.prnewswire.com/prnh/20160811/397633LOGO>)

Tech Deck has long been part of the skateboarding community, partnering with the biggest skate companies in the world over the years, including Element, Plan B, Enjoi and more, to bring fingerboards to the masses. The brand has built a loyal following of collectors and kids in the skateboarding community and the fan-favorite is now eager to help bring skateboarding to an even wider audience.

As part of the partnership, Tech Deck and SLSF will launch the Foundation's first-ever, public fundraising campaign. The funds raised will assist with building and maintaining skateboarding plazas as well as creating educational programs and events that both increase understanding of and encourage participation in skateboarding. Through ongoing outreach, SLSF hopes to show how designated skate plazas can invigorate and enrich communities while creating safe and legal places for kids to skate and be active.

"At Tech Deck, we believe you need to start small to go big and we're thrilled to help SLSF as they look to go big with their mission to improve communities through skateboarding," said Ben Gadbois Global President and Chief Operating Officer, Spin Master Ltd. "We greatly admire the work that SLSF has done to date and encourage everyone to participate."

Street League Skateboarding Foundation has built 22 SLSF Certified skate plazas across the globe to date, with sights set on even more in the US and beyond to help give a safe place to skate for the 31 million skateboarders worldwide.

"Along with the fun it provides and myriad physical benefits, the very act of skateboarding instills creativity, perseverance and confidence in kids," said Josh Friedberg, Executive Director of the SLS Foundation. "The communities that are created around skate plazas reverberate throughout the neighborhoods and cities they occupy, making the world a better place and we couldn't be happier to share that vision with Tech Deck."

As an official partner of SLSF, Tech Deck will host a digital fundraiser, and have a presence at the remaining SLS events where fans can participate in raffles, win prizes and check out the latest Tech Deck product:

- **SLS Nike SB World Tour: New Jersey**, August 28, 2016, Prudential Center, Newark, New Jersey
- **SLS Nike SB Super Crown World Championship**, October 2, 2016, Galen Center at USC, Los Angeles, CA

To learn more about the SLSF and Tech Deck Fundraiser and make a donation, visit: streetleaguefoundation.org and techdeck.com.

About Spin Master

Spin Master is a leading global children's entertainment company that creates, designs, manufactures and markets a diversified

portfolio of innovative toys, games, products and entertainment properties. Spin Master is best known for award-winning brands including Zoomer™ Dino, Bakugan Battle Brawlers™, Air Hogs®, and 2015 Toys of The Year, Bunchems and Meccanoid G15. Since 2005, Spin Master has received 63 TIA Toy of The Year (TOTY) nominations with 16 wins across a variety of product categories. Spin Master has been recognized with 12 TOTY nominations for Innovative Toy of the Year, more than any of its competitors. Spin Master is among a limited number of companies that not only develop and produce global entertainment properties, characters and content, but also monetize that content through the creation, sale and licensing of products. To date, Spin Master has produced six television series, including 2007 hit series Bakugan Battle Brawlers and its current hit PAW Patrol, which is broadcast in over 160 countries and territories globally. Spin Master employs over 1,000 people globally with offices in Canada, United States, Mexico, France, Italy, United Kingdom, Slovakia, Germany, Czech Republic, Sweden, the Netherlands, China, Hong Kong, Japan, and Australia.

About SLS Foundation (SLSF)

SLSF assists municipalities, non-profits, and private donors with the design, development, and construction of legal and safe skate plazas, as well as assists with educational programs that both increase understanding and encourage the participation in skateboarding. For more information, visit StreetLeagueFoundation.org.

About Street League Skateboarding

Street League Skateboarding (SLS) is the first-ever professional league for street skateboarding. SLS features 29 of the world's most exciting skateboarders competing in an easy-to-follow, ISX™ instant scoring format on one-of-a-kind concrete skate plazas around the world, all for the largest prize purse in skateboarding history. Each Season, the elite SLS Pros compete for valuable points to advance to the Top Eight that will compete for title of Champion in the official street skateboarding world championship as sanctioned by the International Skateboarding Federation, the SLS Super Crown World Championship. SLS airs live on FS1 and FOX Sports GO with a live international webcast on Streetleague.com. For more information, visit www.streetleague.com and follow [@streetleague](https://twitter.com/streetleague).

SOURCE Spin Master

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http://photos.newswire.ca/images/download/20160812_C1873_PHOTO_EN_751804.jpg

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<https://spinmaster.mediaroom.com/2016-08-12-Spin-Master-announces-Tech-Deck-Partnership-with-Street-League-Skateboarding-Foundation>