



**THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR**
Since 1992



Press Information

Date: January 19, 2010 - For immediate release

For further information/Buff® headwear samples please contact Sarah Gowans on sarah@buffwear.co.uk

Jake Terry joins Team Buff®



What an exciting year 11 year old UK snowboarder Jake Terry has had; starting secondary school this year, having The Snow Centre at Hemel Hempstead opening a few miles from his home, giving him access to regular riding (most days) and honing his snowboarding skills, plus winning an array of medals and goodies at comps here in the UK and in Europe. He has also been very fortunate to pick up a selection of new sponsors this year and is looking forward to representing Buff® headwear, along with The Snow Centre, DC for boots and outerwear, Flow snowboards and bindings, Conspiracy snowboard shop, Electric eyewear, and Chuckbuddies. All of whom he would like to say a massive thank you to, for giving him the help, support and the opportunity to progress in a sport that he loves so much.

Sarah Gowans of Buffera, said, "We're really chuffed to have Jake on board, he's doing so well and we're sure he's going to be one of the stars of the future."

Buffera Ltd

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GB VAT No 927 161818 Company Reg No. 03455652



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When asked about his new sponsor's products Jake had this to say, "My Original Buff® is sweet, it kept my neck really warm when shredding the hill at minus 12. When I use it over my face it doesn't freeze and go hard like a bandana. It's a special part of my kit now, not having a Buff® is like going snowboarding without a snowboard. The colours and patterns are sick. BUFF® ROCKS. Peace."

Jake recently took his place at the prestigious Burton European Open 2010, in January, in Laax, Switzerland, competing in the junior slopestyle and half pipe events, where he gave his Swatch TTR world ranking a boost, to 6th in the UK and 130th in the World.

He will be going back to Laax at the end of March for the British Championships. Whilst Jake has no immediate plans for the rest of the season, he will be off somewhere during the school holidays. Jake's always up for a road trip to a comp or just for a shred, making new acquaintances as he goes.

Ends

Also see <http://jake-terry.blogspot.com/>
www.soulsports.co.uk/jaketerry

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