



**EMPOWERING WOMEN, BREAKING STEREOTYPES & CREATING COMMUNITY WORLDWIDE**

# OUR STORY

**First created in Madrid in 2010, Longboard Girls Crew started as a small community of like-minded, passionate women, with nothing but longboards and a goal of encouraging and introducing more women to the sport.**

The more we skated, the more fun we had and we wanted to share this feeling of empowerment and joy with others. Through the power of video content, we created fun videos, which not only showed how much fun we were having, but also how accessible longboarding is. Before we knew it people all over the world were watching our videos and with this the movement had begun.

As we continued to create videos, word of our community started to grow and in late 2010 we were inviting other women from all over the world to get involved and help create inspiring content to share on our Facebook fan page. It has never been about how good you were, how fast you can go, or how many tricks you can land – it has always been about fun and inspiring others.

As our social channels grew, so did the demand to get together as a community, so we began to organize and host local skate gatherings, events and contests. Within a few years, this went from local meets to international meets and then eventually global meets, where girls from all over the world would meet, join forces and skate together. We from a small skate crew in Madrid to an international group of women ready to make a difference and skate everything in sight.

In order to help grow communities and activate our messaging at a more local level, we began working with the most active girls in each country as LGC Ambassadors. Each of our ambassadors fully embody our values and have always played a crucial role in activating, supporting and inspiring active and new members to our ever-growing community.

**We put female longboarding on the map.** Our messaging, videos and social activity gained media attention globally and before we knew it we had fulfilled an even more important goal: introducing thousands of women around the world to the joys and benefits of longboarding, breaking social stereotypes while doing so.

Eight years later, Longboard Girls Crew has grown into the largest community in the action sports industry and one of the largest female communities in the world, acknowledged in more than 180 countries with official crews and ambassadors in more than 60.

Crazy, right? The shift was fully upon us.

With a very strong presence on every social media outlet, our content and films have more than 18 million views around the world.

Today, LGC works relentlessly to support and promote women through action sports. We are here not only to reinforce the female presence in the Industry, but in society in general. We want to better the existing perception of women and, more importantly, better the perception we have of ourselves.

**WITH THIS, WE HAVE NOW LAUNCHED A NON-PROFIT ASSOCIATION ENTITLED LONGBOARD WOMEN UNITED, CREATING SOCIAL PROJECTS AND PARTNERING WITH NGOS AROUND THE GLOBE TO HELP AND EMPOWER PEOPLE IN NEED USING SKATE AND LONGBOARDING AS A TOOL FOR CHANGE.**

Since the early years of almost every action sport, women have been underexposed with women continually being objectified and sexualized in media. The products marketed to women are mostly pink, with many brands choosing to use female models to amplify their products instead of female riders. This messaging implies that looks matter more than passion, hard work or ambition.

This problem comes from a deeper rooted issue within society, where young girls are dressed in pink, treated as fragile dolls, discouraged from getting dirty and are raised to be likable. As women we're not raised to lead, be bold or to try new things.

Change is on the horizon, but there's still a lot of work to be done.

We believe that by breaking certain stereotypes we're helping to build a stronger, healthier society for all humankind.

Eight years ago, in the early days of LGC, the female skate community was small and disconnected, with even fewer girls in a position to race, compete and represent brands. We are now so proud to recognize how far the community has come, with not only more girls taking part in the sport but stoke and skill level increasing by leaps and bounds on the daily.

If 200 girls worldwide are actively participating in a sport, statistics prove that probably only one or two will have the raw skill or patience to achieve PRO level. If there are 20.000 participating, that second number will only continue to grow considerably. This is another reason we continue to do what we do.

With that, we pledge to keep supporting women of all ages through our initiatives, social channels, talks, conferences, media and via our new NGO.

We pledge to continue to be the change we want to see in the world because doing something 'like a woman' means being a badass....and we are badasses in this together.

Let's keep riding the shift.



Valeria Kechichian - LGC Director



# OUR COMMUNITY



550 K VISITS 1.1 MILLION VIEWS 330K VISITORS

242K ORGANIC FANS



31.5 K FOLLOWERS



92 K FOLLOWERS

WOMEN 52% - 48% MAN

Our audience

18-39 YEARS OLD

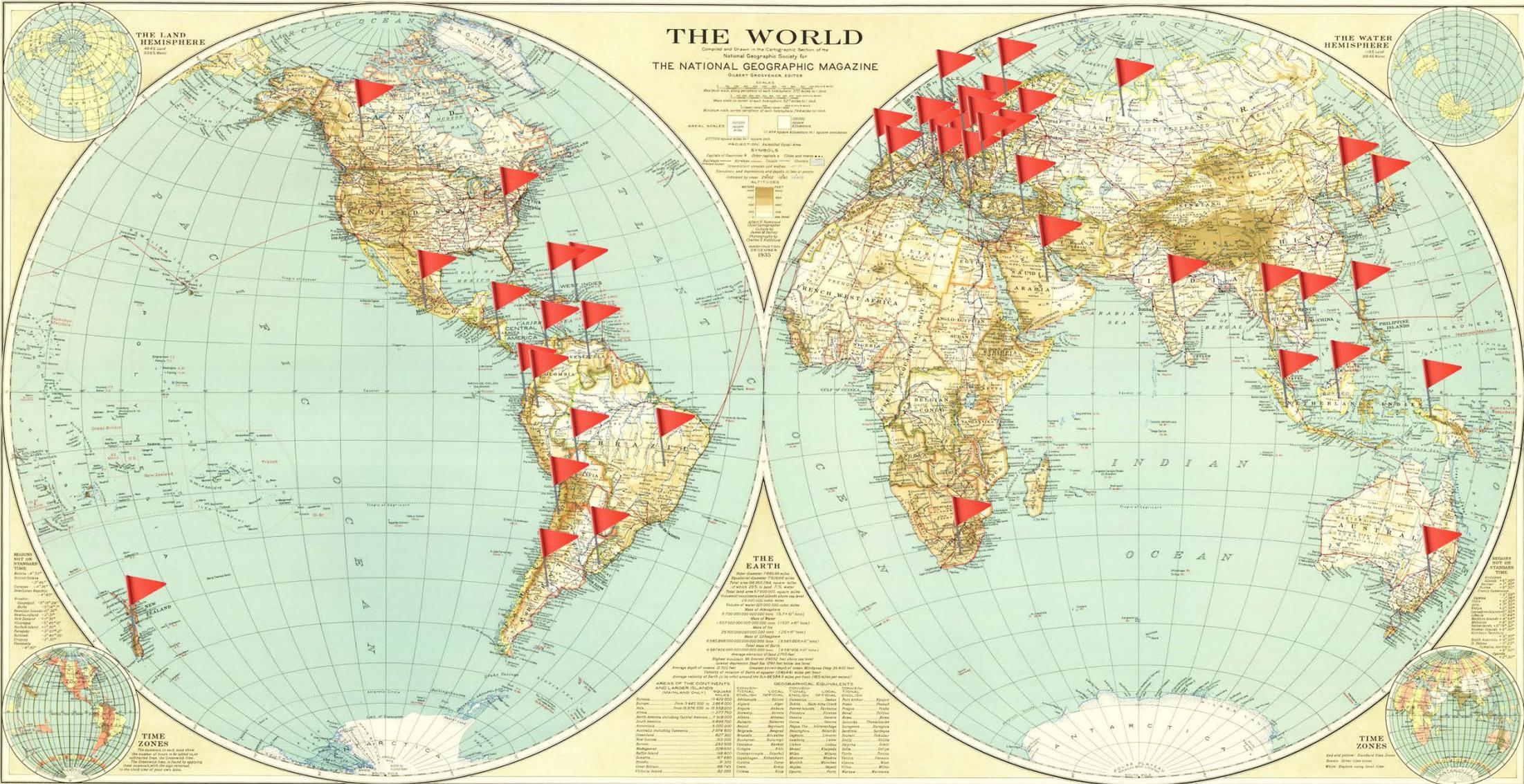
Average age

18 MILLION  
VIEWS IN OUR VIDEOS



# OUR COMMUNITY

WE HAVE OFFICIAL CREWS AND AMBASSADORS IN MORE THAN 60 COUNTRIES.



## OUR NGO - LONGBOARD WOMEN UNITED

Eight years ago, we created and built the Longboard Girls Crew global community, working relentlessly to dismantle social norms and stereotypes about women who both take part and follow extreme sports. Driven and inspired by all the passionate women who are part of our community and eager to continue to influence and impact others, we have decided to raise our game and create the non-profit organization, LONGBOARD WOMEN UNITED.

With Longboard Women United, **we now officially are an active platform for social and humanitarian contribution**, creating our own social projects, helping and partnering with different associations and NGOs from all around the world empowering humans in need, mostly but not exclusively through longboarding and other action sports.

We have been empowered for over eight years to continue to do what we do, thanks to the thousands of women and men who have reached out to tell us that they started skating only after seeing one of our photos or videos. They tell us how longboarding has changed their lives, without realizing that in turn, they are changing ours. We are all in this together. The magic is inside of all of us, we just need to find it, act on it and take it to the next level.

As humans, we have obvious needs like food and shelter, but the other less obvious needs are just as important: love, self-esteem, respect, education, support. We want to delve deeper into these aspects and, if possible, bring them to people in need.

How Do We Do This?

With Longboard Women United we're creating new social projects on a global scale, partnering and supporting existing initiatives through fundraising, exposure, media and messaging, directing our shared audience towards one powerful message and call-to-action.

We continue to work with children who face terminal illness or life altering disease to people who live in neighborhoods where teenage pregnancy rates are sky-high to survivors of human trafficking, refugees and people in extremely disadvantaged areas all around the world. By introducing something as empowering and rewarding as longboarding to people who have never experienced it, results in far more than the simple joy of the flow of the ride – it can provide people with the strength to go on.

Everyone can actively get involved by simply helping to spread the word, becoming a monthly donor or volunteering for any of the projects.

**For us at Longboard Women United, there is no real happiness without CARING and no other way to achieve this than by social contribution.**

Since birth we're taught and imposed social norms and commands, but we are rarely reminded to connect with ourselves, to care about everyone and to accept that we are all part of the bigger picture.

The words "I don't know them, so I don't care," should not be spoken; they should not even be thought. Empathy and compassion are far stronger than hate or jealousy. Our goal is to bring those feelings of joy and empowerment to as many humans in need as possible.

We're the ones we've been waiting for...let's ride the shift together. WE have the power.

# OUR NGO - LONGBOARD WOMEN UNITED

THESE ARE SOME OF THE PROJECTS WE'RE WORKING ON / WITH



## LGC INDIA

Working with children & teenagers in extremely disadvantages areas as well as collaborating with NGOs with survivors of human trafficking.



## DEIC - CHILE

Helping kids with disabilities (learning, neurological, physical...) through skateboarding, longboarding and BMX bicycles.



## MANOBRAS DO BEM - BRAZIL

Working with children, youth, adults and the elderly with skateboarding as the communication channel.



## SKATE UNITED - THE NETHERLANDS

Focused on Europe's migrant crisis. They use skate/longboarding to bring joy & life lessons to refugee children.



## LGC FLORIDA - USA

Creating activities and building community in neighbourhoods where teenage pregnancy rates are sky-high.



## T1H - CAMBODIA

Working with victims & survivors of human trafficking. Helping them recover through education, love & reintegration into society.



## GIRL SKATE NYC USA

Empowering girls & youth in some of NYC's most disadvantaged neighbourhoods.



## DESLÍZATE - ARGENTINA

Working in some of Buenos Aires' most unprivileged areas, teaching kids to build their own boards from recycled wood & skate.





**VIDEOS**

**PRESS FEATURES**

**CONFERENCES**

**BUSINESS PARTNERSHIPS**



"BEING A ROLE MODEL IS THE MOST POWERFUL FORM OF EDUCATING" - JOHN WOODEN



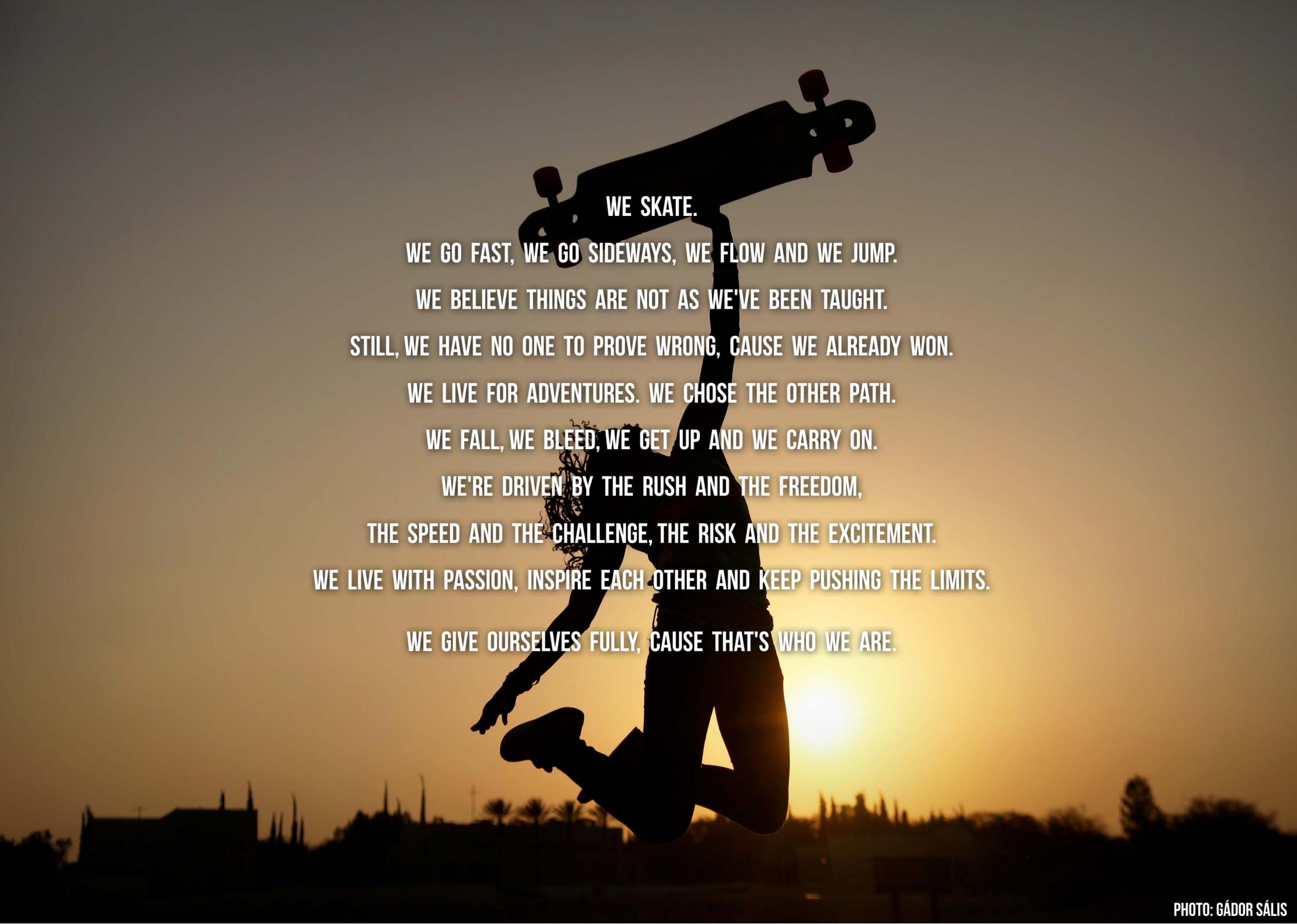


IT'S TIME TO UNLEARN WHAT WE'VE BEEN TAUGHT AND START  
DOING THINGS IN A DIFFERENT WAY.



WE ARE OUR OWN HEROS



A silhouette of a skateboarder in mid-air, performing a trick. The skateboard is held high above the skater's head. The background is a warm, golden sunset sky with the sun low on the horizon, creating a strong backlight effect. The skater's shadow is cast on the ground below. The overall mood is energetic and adventurous.

**WE SKATE.**

**WE GO FAST, WE GO SIDWAYS, WE FLOW AND WE JUMP.**

**WE BELIEVE THINGS ARE NOT AS WE'VE BEEN TAUGHT.**

**STILL, WE HAVE NO ONE TO PROVE WRONG, CAUSE WE ALREADY WON.**

**WE LIVE FOR ADVENTURES. WE CHOSE THE OTHER PATH.**

**WE FALL, WE BLEED, WE GET UP AND WE CARRY ON.**

**WE'RE DRIVEN BY THE RUSH AND THE FREEDOM,**

**THE SPEED AND THE CHALLENGE, THE RISK AND THE EXCITEMENT.**

**WE LIVE WITH PASSION, INSPIRE EACH OTHER AND KEEP PUSHING THE LIMITS.**

**WE GIVE OURSELVES FULLY, CAUSE THAT'S WHO WE ARE.**

LET'S KEEP WORKING FOR CHANGE!



#SKATELIKEAGIRL #SKATELIKEAWOMAN