

## PRESS RELEASE:

Nidecker manufacturing, the Swiss snowboard pioneer is setting the pace in a brand new way of riding a snowboard: Through constant technological advancements, the Swiss family owned company has found a way to make snowboarding even more accessible than ever before !

This has led to a collaboration between Pamela Anderson and Nidecker, a PAM CamRock signature snowboard has been released.

Pamela Anderson stopped by the Colorado Convention Center during the snowsports annual tradeshow, to unveil her new snowboard collaboration with Nidecker Snowboards, benefiting PETA People for the Ethical Treatment of Animals. Thousands of attendees dropped everything to get in line for autographs. To put it in snow sports lingo, the entire industry fell tips over tits for Pamela.

Thanks to a special geometry and shape placed on the base of their snowboards. CAMROCK, the trade name of this revolutionary innovation. Following a successful 2009 launch season with 6 CAMROCK models the success has been so astounding, that for the 2010/11 winter season no less than 16 models will be CAMROCK shaped. With women and kid specific models included which will make snowboard even more attractive. Pamela Anderson who recently took up snowboarding, heard about this new way of riding a snowboard. She was so excited by the Nidecker innovation, that, Henry Nidecker, the company's young CEO, just endorsed Anderson who will have her own model. Part of the proceeds from the PAM model will be donated to the "People for the Ethical Treatment of Animals" (PETA). Even though her model will only be available in selected stores across the world from August 2010 a limited series has been released that will be on sale exclusively on [www.pamelaanderson.com](http://www.pamelaanderson.com) starting on March 2010.

### PAM Launch



Xavier and Henry Nidecker with Pamela Anderson inaugurate her model.

The boards, manufactured by Nidecker Snowboards and designed by the Nidecker Design Kreative (NDK), feature Anderson in various states of undress. In the first, she's wearing only a PETA t-shirt from her Save the Seals campaign. In the

second, she's down to her very sheer, um, base layers. The bottom of the boards read "I ♥ Pam" with an iconic Baywatch NDK lifeguard rescue buoy in place of the heart.

To celebrate the collaboration, a celebrity photo session was organized with Miss Anderson during the Denver tradeshow where guest's were invited to have their picture taken and posters signed on the Nidecker booth. Little was it anticipated that it no only would be the talk of the show, but that hundreds of people lined up over an hour

before the star arrived, not wanting to miss the action and one time opportunity.

Later Anderson presented the rider of the year award to John Jackson, who could not quite believe his eyes ! and was even given one of her signed boards.

#### **LINKS :**

<http://www.youtube.com/watch?v=UdUv52szfUc&feature=fvsr>

<http://pamelaanderson.com/news-press>

[http://blog.aerial7.com/wp-content/uploads/2010/02/IMG\\_3539.jpg](http://blog.aerial7.com/wp-content/uploads/2010/02/IMG_3539.jpg)

[http://blog.aerial7.com/wp-content/uploads/2010/02/IMG\\_3532.jpg](http://blog.aerial7.com/wp-content/uploads/2010/02/IMG_3532.jpg)

[http://blog.aerial7.com/wp-content/uploads/2010/02/IMG\\_3564.jpg](http://blog.aerial7.com/wp-content/uploads/2010/02/IMG_3564.jpg)

<http://snowboarding.transworld.net/1000115729/featuresobf/john-jackson-and-pam-anderson-awards-speech-video/>

[http://blogs.westword.com/ontheedge/2010/01/tits\\_over\\_tips\\_pamela\\_anderson.php](http://blogs.westword.com/ontheedge/2010/01/tits_over_tips_pamela_anderson.php)

[http://www.snowboardcanada.com/gear\\_article?news\\_id=995&uniqid=274](http://www.snowboardcanada.com/gear_article?news_id=995&uniqid=274)

#### **PAM CAMROCK HOW IT WORKS :**

The PAM CamRock signature model is designed with Nideckers unique combination of camber and rocker, strategically designed and placed to enhance riding on a daily basis.

CamRock balances regular camber between the bindings to give the edge hold needed in all conditions while the slight rocker in the tip and tail will give effortless float in powder.

The PAM model is a board with a soft flex that will enhance riding all snow conditions, the model is available in the following lengths and widths: 145 - 149 - 154 - 157 - 158xl - 162xl



For more information on PAM please contact:

#### **Nidecker Snowboards:**

Henry Nidecker

[henry@nidecker.com](mailto:henry@nidecker.com)

Phone 41 21 822 33 33