

Contact: Kim Huy (714) 741-5200

Thursday, September 17, 2009

ELEMENT SKATEBOARDS FOUNDER TALKS ABOUT TOUGH RISE TO TOP AT TEEN LUNCHEON

"Skateboarding saved my life," says Element Skateboards founder and president Johnny Schillereff about his salvation from a dysfunctional upbringing, near homelessness, and association with the *wrong* element.

Schillereff serves as guest speaker for this year's Food for Thought luncheon, presented by the Garden Grove Community Foundation (GGCF). The event takes place on Thursday, October 8, 2009, from 11:30 a.m. to 1:00 p.m., at the Embassy Suites Hotel, 11767 Harbor Boulevard.

Schillereff will share his life experiences with more than 200 students from the Garden Grove Unified School District invited as guests of the GGCF.

Schillereff stepped onto his first skateboard at age four and rode his way through a turbulent adolescence on the East Coast. His skill became his escape, and helped him gain the attention and sponsorship from several industry giants. Schillereff eventually made his way to Orange County and, in 1992, founded Element Skateboards. He used the niche company to take the industry by storm. In 2001, Element was bought by Billabong USA, the No. 2 surf wear maker in Orange County for a reported \$15 million. The acquisition turned Element into a global success.

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Element Skateboards Founder Talks At Teen Luncheon
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The Food For Thought program brings members of the Garden Grove business community and guest speakers together to mentor local high school juniors and seniors. The GGCF encourages business participation and student sponsorships from the community.

The event is sponsored by the City of Garden Grove, Garden Grove Disposal, and GKN Aerospace.

General admission to the event, or student sponsorship, is \$20 per person. Reservations to the event must be made by Thursday, September 24, 2009. For information and reservations, please call (714) 741-5280.

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