



SKULLCANDY AND PROTECT OUR WINTERS JOIN FORCES TO COMBAT CLIMATE CHANGE

New Collaboration Raises Money and Awareness for Impactful Climate Initiatives

PARK CITY, Utah - April 22, 2019 - **Skullcandy, Inc.**, the original lifestyle audio brand, announced today that it is proudly partnering with [Protect Our Winters \(POW\)](#), an environmental nonprofit to fund their efforts to turn passionate outdoor enthusiasts into effective climate advocates.

Skullcandy and POW have come together with their shared passion for snow sports and will use proceeds from the campaign to fund actionable tactics such as environmental lobbying and advocate training. POW uses these tactics at federal, state, and local levels to support initiatives such as renewable energy, electrifying transit, carbon pricing, and public land protection.

Skullcandy is working on a program to upcycle products that are returned by its customers. The company will be adapting its supply chain to give these products an extended life by reselling these upcycled products and giving a portion of the proceeds to POW. Beginning today, Skullcandy will also offer a limited-edition version of [Stash](#), their portable battery pack, with 10% of all Stash proceeds benefiting POW through the end of 2019.

“We know that our core consumer has a deep connection to the environment and organizations that support it,” said Jason Hodell, CEO of Skullcandy. “POW’s desire to mobilize the outdoor sports community resonates strongly with Skullcandy as a brand and we want to help in any way we can to ensure fresh tracks will continue to be made for future winters to come.”

“At POW, we recognize that to make a real impact on climate, we’re going to need to create a cultural shift, one where the outdoor community is inextricably linked to climate advocacy. Skullcandy’s unique skill in supporting young people’s passions at the intersection of music, sports and beyond will provide the kind of raw energy needed to drive such a shift. We are thrilled to welcome Skullcandy to the POW Partner Alliance” said Mario Molina, Executive Director of Protect Our Winters.

POW’s community of athletes, partners, thought pioneers, and forward-thinking business leaders are constantly working against climate change by turning outdoor enthusiasts into effective climate advocates.

To purchase Skullcandy x POW limited-edition Stash, visit [here](#).

About Skullcandy®

Skullcandy is the original lifestyle audio brand that lives by its mission to not just listen to music but to feel it. Founded at the center of music and boardsports, Skullcandy drives innovation in audio experiences from groundbreaking technology in its headphones to once in a lifetime music events featuring emerging artists that inspire and move its culture forward. Based in Park City, Utah, Skullcandy designs markets and distributes audio products through a variety of distribution channels globally with international offices in Tokyo, Zurich, London, Shenzhen and

Vancouver, as well as through partners in some of the most important cultural hubs in the world. The company's website can be found at <https://www.skullcandy.com>

About Protect Our Winters (POW)

[Protect Our Winters \(POW\)](#) is a 501(c)(3) nonprofit. Founded by professional snowboarder Jeremy Jones in 2007, POW turns passionate outdoor people into effective climate advocates. POW leads a community of athletes, thought pioneers and forward-thinking business leaders to affect systemic political solutions to climate change.