



BODY GLOVE

Body Glove Makes Waves with FlowRider®

April 30, 2018 (San Diego) Body Glove shares more great news as the iconic surf brand teams up with FlowRider, Inc. to announce a dynamic partnership. The brands are a perfect match. The partnership is geared towards pushing boundaries using advances in technology to do what you love as a water sport enthusiast without being constrained by the elements.

FlowRider, Inc. operates out of beautiful San Diego, California and is the original and industry-leading sheet wave company. FlowRider, known for designing, manufacturing, and installing surf simulating machines, uses groundbreaking, patented technology allowing people all over the world to experience the thrill of surfing when there isn't an ocean wave in sight. The unique surf attractions currently apply to four main markets – Waterparks, Hotels & Resorts, Parks & Recreation and Stand Alone venues and allow surfers to enjoy waves for longer and encourages future pro-surfers of tomorrow to have fun in the water, even when there is zero swell!

Recently, at Silver Rapids Waterpark in Kellogg, Idaho, FlowRider hosted the first stop of the 2018 FLOW (Flowboarding League Of the World) Tour. It was the perfect opportunity for the brands to highlight their synergies. Close to 60 competitors participated in the inaugural contest and there are 25 more stops planned in major markets this year.

“We are delighted to partner with the team at FlowRider as they kick off the global FLOW Tour”, says Peter Maule, SVP, Sports and Active Brands for Marquee Brands. “For 65 years, Body Glove has been the leader within the endemic action sports and lifestyle categories focusing on delivering compelling products to consumers around the world. This partnership will give us the opportunity to showcase amazing Body Glove products through world-class athletes and surf fans globally.”

As an official sponsor, Body Glove will incorporate many of its lifestyle categories along with some hard goods categories including co-branded products for official FlowRider athletes, recently launched lifestyle footwear and technical footwear, tees, board shorts and more. Swim and active-wear lines will be fully integrated into the tour, providing the official team uniform for FlowRider athletes, along with unique conceptual spaces centered around, wellness, health and having fun while putting uber-cool, technical Body Glove gear straight into the hands of the brand's loyal and die-hard fan-base.

“Flowboarders worldwide are made up of a cross section of adventure seekers - surfers, skaters, wakeboarders, snowboarders – so teaming up with Body Glove is very exciting for us because we serve the same consumers”, says Adam Muller, FlowRider Retail and FLOW Tour Manager. “We live to keep our riders safe, looking good and just overall pumped to be part of this community and we know that Body Glove operates the same way.”

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About Body Glove®

While 65 years have passed since Bill and Bob Meistrell founded Body Glove, the company still embodies their ambitious spirit of innovation through watersports adventure. Inspired by their legacy, and backed by over 6 decades of quality, we continue to develop innovative products to enhance your comfort, safety and fun both in and out of the water. We invite you to join our water sports family and live a life that celebrates *All Things Water*. <https://bodyglove.com>

About FlowRider®

“FlowRider, Inc., part of WhiteWater West Industries, Ltd (est. 1980) out of Vancouver, BC, Canada, a 600+ employee company that specializes in waterslides, multi-level water play structures, wave-generating equipment, harnessed attractions, interactive play and water rides, and of course, FlowRider® stationary surfing machines. FlowRider’s product range attracts all ages, especially the teen market. FlowRider surf simulators offer a fun & healthy central hub for communities in the case of Parks and Recreation and undeniable market differentiation in the case of the other revenue-focused markets. FlowRider is happily committed to supporting customers through a smooth and successful installation process, through the building of their business with a new FlowRider and of course any after sale needs.”

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