Burton Unveils 2010 Olympic U.S. Snowboard Team Uniform

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Burlington, VT - Burton on Friday unveiled the U.S. Snowboard Team Uniforms for the upcoming 2010 Winter Olympics. This February, as the U.S. Snowboard Team steps onto the world's stage in Vancouver, they will wear key hallmarks of the Burton brand and the snowboard culture featuring Gore-Tex technology.

The Olympic uniforms feature a fresh and progressive style while also managing to pay tribute to more classic fashion staples of Americana. The pants seamlessly integrate the look of real, worn, vintage denim, and the jackets feature preppy plaids adorned with leather patches and chenille crests with both pieces incorporating the performance benefits of Gore-Tex fabric.

Burton held a roundtable discussion with top pro snowboarders and Olympic hopefuls Elena Hight, Mason Aguirre, Danny Davis, Kevin Pearce, Jack Mitrani, Luke Mitrani, Steve Fisher, Scotty Lago, and Louie Vito to review design concepts for the outerwear before arriving at the final creation.

â€œSince its inception, Burton has been a rider driven company,â€• said Jake Burton, Founder and Chairman of Burton Snowboards. â€œFor the creation of the U.S. Snowboard Team uniform, we listened carefully to the ridersâ€™ needs and used their input to ensure that the final fit, fabrics and overall design would maximize their performances and take these riders to the podium. It was also absolutely critical to ensure these Olympic uniforms were worthy of bearing the Burton name.â€•

Burton is also supplying the official uniforms for the Chinese and Finnish snowboarding teams for the 2010 Winter Olympics.