

SBC Media Announces Jeff Thorburn as Editor of SBC Skateboard Magazine

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For immediate release:

Vancouver, B.C. — SBC Media is proud to announce the addition of lifelong skateboarder, photographer and magazine junkie Jeff Thorburn as the new editor of *SBC Skateboard* magazine.

Based in our Vancouver office, Jeff brings more than a decade of industry experience to the team, from photographing some of Canada's top skaters, to most recently working as the skate hardgoods buyer at The Source in Calgary, AB, one of Canada's most successful and influential shops.

An avid collector of nearly every skate mag ever printed—with a keen eye for detail and a solid sense of what Canada's national skate mag should bring to the table—Jeff understands implicitly the components of a great editorial package.

With his inspiring vision for the future of *SBC Skateboard* and deep connections within the skate world, Jeff will be leading the charge into our most thrilling season to date.

We couldn't be more excited. Please join us in welcoming Jeff to the team. He can be reached at:

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About SBC Skateboard Magazine:

Canada's national skateboard magazine, SBC Skateboard has been the market leader across newsstand, shop and subscription sales for the past 13 years. Online at www.sbcskateboard.com.

About SBC Media:

Canadian based, independent action sports publisher SBC Media Group (SBC Media Inc. and SBC Events Inc.) is a premier action sports lifestyle media and content creator with 10 market leading magazine titles and affiliated web sites, and several event properties. SBC's magazines include: SBC Skateboard, Snowboard Canada, SBC Surf, SBC Business, Snowboard Canada Women's Annual, SBC Skier, SBC Ski & Snowboard Resort Guide, SBC Wakeboard, SBC Kiteboard, Wind-sport, Events include: Wakestock Action Sports & Music Festival.



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