

FOR IMMEDIATE RELEASE:

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**** MEDIA ADVISORY ****

Evolution of skateboarding chronicled in The California Museum's newest exhibit

"RIDING CONCRETE: Skateboarding In California" reveals how a subculture of teenage angst evolved to an iconic worldwide cultural phenomenon

WHAT: Curated by legendary Z-Boy Nathan Pratt, co-star of the 2002 documentary *Dogtown and Z-Boys*, this all-new exhibit explores the California-created sport of skateboarding. From the earliest 1950s wood plank and metal roller skate wheel prototypes to the modern engineered marvels of today, rare boards and ephemera document the evolution of "sidewalk surfing." Highlights include many firsts, including the first pro model board, the first board with urethane wheels and the first Zephyr team board. Over 200 unique items spanning over 50 years, many from **The Sidewalk Shop**, **Skatelab** and **Z-BOY® Archive** collections, are on display including:

- Tony Hawk's autographed personal board
- An extremely rare Willie Mays board
- Collection of first boards made and sold in 1962 by California surf shop Val Surf, the first known retailer of skateboards
- Highly collectible 1980s boards manufactured by Sims, Dogtown & Powell-Peralta
- Gear from over 30 California pros including the original Z-Boys, Christian Hosoi, John Cardiel, Ricky Windsor, Sam Cunningham, Omar Salazar, Stephan Janoski, Judd Hertzler, Brandon Biebel, Aric Hondel, Matt Rodriguez, Matt Pailes and Taylor Bingaman
- Photography from Craig Stecyk, creator the infamous "Pig and Crossbones" and Dogtown cross icons
- Selections of cover artwork from *Thrasher Magazine's* 30th anniversary exhibit

Multimedia presentations at two video stations featuring the revolutionary riders, artists and manufacturers reveal how riding concrete evolved from a subculture of teenage defiance to an iconic worldwide cultural phenomenon.

WHEN: July 2, 2011 – March 25, 2012

WHERE: The California Museum, located at 1020 O Street, Sacramento, CA 95814

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ABOUT THE CALIFORNIA MUSEUM:

The California Museum — home of the California Hall of Fame— engages and enlightens people about California's rich history and unique contributions to the world through ideas, innovation, the arts and culture. Through interactive and innovative experiences, the museum inspires men, women and children to dream the California dream and dare to make their own mark on history. Open Monday through: 10:00a.m. to 5:00p.m.; Sunday from noon to 5:00p.m. Admission: Adults \$8.50; Students/Seniors \$7.00 with valid ID; Children 6-13 \$6.00; Children 5 and under free. For more information, visit:

CaliforniaMuseum.org

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Interviews, exhibit tours and high resolution images available by request.