

# Nike pulls out of snow sports program

By Colin Bane, XGames

Nike confirmed Thursday that it is getting out of the snowboarding and freeskiing industry, just as its 2014-15 line of boots and outerwear is arriving in stores.

“Nike SB will focus its innovation, design and marketing resources on its biggest brand driver and growth opportunity, skateboarding,” Nike spokeswoman Jenna Golden told XGames.com. “The current Holiday '14 Nike Snowboarding collection will be the final at retail.”

Rumors about the move had been circulating since the company's fiscal year 2014 results statement in June, when Nike reported growth in every key area except its action sports division, and began escalating last week.

“It's been a pretty open secret,” said Steve Ruff, vice president of the Action Sports and Olympics division at Wasserman Media Group, whose clients include Nike athletes like Olympic Snowboard Slopestyle gold medalist Sage Kotsenburg. “They're going to honor and pay out everyone's contracts that are in place. Sage is already getting some interest from other sponsors, and we're certainly going to be taking some of those conversations.”

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