

Tahoe-based skier makes a case for cannabis

By Charles Bethea, *New Yorker*

In February, Tanner Hall, one of the greatest freestyle skiers of all time—he won seven X Games gold medals and four silver in the Big Air, SlopeStyle, and Superpipe events between 2001 and 2009—signed a deal with a Denver-based cannabis-accessories company called Black Rock Originals. Hall, who is now 32 and based near Lake Tahoe, helped the company create the Skiboss Collection, which consists of rolling papers, a cheese-grater-like card for grinding nuggets on the go, and a lighter, all tucked inside a travel-friendly pouch.

“We were all stoked,” Hall said recently, referring to everyone’s satisfaction with the finished product. He’d just returned to California after a few weeks of “ripping” in British Columbia’s Selkirk Mountains. Near a backcountry lodge he co-owns, Hall and twelve pals built what he described as “a 22-foot-tall Hot Wheels-type loop out of wood.” He continued, “We all filled it in and skied around Evel Knievel style. We crushed it hard.” The entire effort was filmed for a ski movie planned for release on iTunes this fall.

Hall is the first skier and, it appears, the second active professional athlete—behind ultra-runner Avery Collins, who is sponsored by Mary’s Medicinals—to formally partner with a cannabis company. For those who know him, this is not a big surprise: Hall has also inspired a line of ski gear (including a backpack and high-performance mittens) with the company DaKine, known, winkingly, as THC—that is, the Tanner Hall Collection. Still, it was an unprecedented move for a skier, even in the latter stages of his career, to accept outright sponsorship from a weed brand.

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