

Shred Union: Partner & School Engagement Toolkit

About Shred Union

Shred Union is a grassroots initiative dedicated to making snow sports accessible to all, regardless of location, background, or income. We believe in the power of movement, belonging, and creativity - and we work directly with young people, schools, and communities to build that access.

What We Aim to Offer

- Community programs & local meetups
- Snowboard simulator experiences
- Ride Radar: a digital guide to find where to shred
- School & youth engagement workshops
- Skateboard, BMX, stunt scooter, and inline skating sessions
- Online content including Shread Stream, stats, and SnowCast

How You Can Partner

- Host Shred Union pop-up events or school visits
- Offer your venue, field, gym, or theatre
- Become a backer: fund equipment or transport
- Promote our programs to students, families, or community groups
- Co-create content (e.g. with local students or sports clubs)

Press Opportunities

We welcome press collaboration to raise awareness of snow sport accessibility and youth inclusion. Media outlets may access:

- Photos, branding assets, and logos
- Founder's story & mission background
- Data/statistics from community surveys
- Testimonials from youth and schools

Projected Impact (Year One Goals)

- Reach 200+ young participants during the pilot year
- Launch first collaborations with Basildon Council and local venues
- Introduce the UK's first mobile simulator for underserved youth
- Establish 5-7 new partnerships with schools and community leaders