A New Way to Commute: Folding "SNAP Skateboard" Hits the Market

SNAP Skateboard is a skateboard that looks and rides like a regular skateboard but quickly folds down so it can be stored in any bag.

Toronto, Ontario (PRWEB) October 06, 2011 -- Rising awareness of environmental issues and green initiatives, as well as increasing fuel prices, has people thinking about non-traditional methods of commuting and has spawned a whole new "alternative transportation" industry. This industry is normally publicized as public transit, cycling and electric cars or scooters. However, there is an often overlooked form of transportation which is growing in popularity - skateboarding.

Many students and young professionals, especially those that skateboarded in their youth, are taking up skateboarding again (or for the first time) as a practical option for getting around town. Often, the costs associated with parking, insuring, and maintaining a vehicle are not justified for a commute ranging from three blocks to two miles and, unlike cycling, skateboarding leaves you free to take public transit without the burden of lugging a bike around or the risk of leaving it locked up outside.

This trend is further exacerbated by the aging skateboarding population. According to Pop magazine 45% of skaters were 12-17 years old in 2006 (with many being even younger); in 2008 71% fit that age range. As this trend continues many people who were skaters in their youth are growing up and finding practical uses for an old hobby.

As with any trend, businesses are sure to take notice and entrepreneurs are sure to find opportunities. New products are popping up such as the SNAP Skateboard, a skateboard that looks and rides like a regular skateboard but quickly folds down so it can be stored in any bag. The creators of SNAP Skateboard had this to say about their product and the niche they fill: "More and more people are commuting on their skateboards, so we wanted to make things a little more convenient for them. Being able to fold up and pack away your board takes a lot of the hassle out of skateboarding around. Also, there are still a lot of negative stigmas around skateboarding, many university campuses have banned them and it is often seen as something that is just for kids and teens. However unjustified this is, it is a truth skaters have to live with. Our SNAP Skateboard allows you to enjoy your ride to work without being that guy in the office who is always carrying a skateboard around or ride it to school and then pack it away so you don't get bothered about the regulations."

With today's environmental and economic realities creating the need for us to rethink how we get around, perhaps it is time we stopped worrying about getting places as quickly as we can and started thinking about enjoying the journey. Skateboarding is a great way to do this.

For more information, contact SNAP Skateboard by visiting http://www.snapskateboard.com

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