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## **FOR IMMEDIATE RELEASE**

BURTON/R.E.D. PROTECTION WANTS [ 2 ONE 5 ]

PHILADELPHIA/BURLINGTON—Burton, the world's largest snowboard manufacturer, has awarded [ 2 one 5 ] cr8tve ntwrk graphic design control for R.E.D. Protection's 2009 helmet line.

R.E.D. Protection, Burton's helmet and protective gear line, has chosen twonefive to design their helmet line after outstanding collaborations on their marketing campaigns over the past few years.

"We are very excited about the opportunity to achieve global consistency for the R.E.D. brand," said creative director, Nikolas Greenblatt.

Using simplistic applications and graphics, [ 2 one 5 ] will employ its team of designers to create helmets that represent the notable brand values of R.E.D., while still managing to push the limits. From high-end, clean, elegant designs, to punk movement inspirations, this project will allow [ 2 one 5 ] to utilize its wide array of design skills.

Whether riding casually or competitively, R.E.D. Protection offers gear that fits each individual rider's personal taste and lifestyle. The diverse helmet line is no exception ranging from helmets integrated with D.J. style headphones and Bluetooth Technology, to the punk inspired Mutiny, to the automotive inspired Frequency, to the triple platform Trace, twonefive is stoked to have the creative freedom for R.E.D. Protection's newest helmet line set to be released in 2009.

Founded in 2001, by Greenblatt, [ 2 one 5 ] cr8tve ntwrk has many national and local clients including Burton Snowboards, JDub Records, Snowboard Magazine, Okayplayer and J Shoes. The cr8tve ntwrk also includes [ 2 one 5 ] Fre\$h, a limited edition t-shirt line, and Living Proof magazine.

To see past and current R.E.D. Protection campaigns please visit [www.2one5.com/twonefive](http://www.2one5.com/twonefive). For more information about the 2009 helmet line please contact Carly at 215-592-7151 or [carly@2one5.com](mailto:carly@2one5.com).