

KAHUNA CREATIONS

Kahuna Creations Newsletter

July 2010



Kahuna Board Riders,

Happy you made it to July's newsletter from Kahuna Creations! This last month has been amazing for us. We've made a lot of new friends and got in some great riding. We're excited to see what the rest of the summer brings but want to take the chance right now to look back on everything that happened since our June newsletter.

Introducing the 47" Haka Moko



Kahuna Creations introduced an incredible new board this month, called the Haka Moko. The Haka Moko was inspired by Tā moko, face and body art by the Maori of New Zealand. The Maori created the war Haka dance to intimidate their enemies before battle, and Tā moko was an important part of Māori life. Tā moko was carved into the body instead of tattooed and was a key step in entering adulthood.

Like all Haka longboards, the grip is black lava sand instead of grip tape. This board is one of the smoothest boards out there and rides amazing. We've already been getting a response for this board like no other board we've had. It is truly unique and a blast to ride.



2010 Utah Summer Games
Paddleboarding 750 miles from the ocean

ESPN The Magazine

UFC fighter Kendall Grove supporting Land Paddling

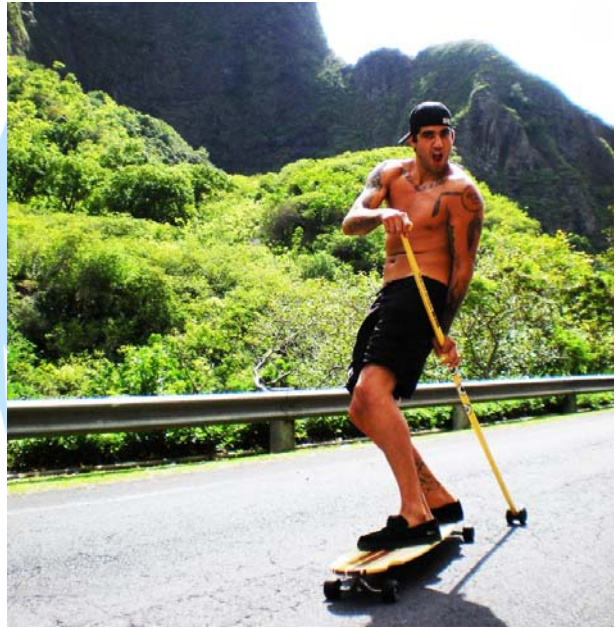


Kahuna Board Rider and UFC MMA fighter Kendall Grove was featured on page 38 of this month's edition of ESPN Magazine. ESPN flew out to Maui to catch Kendall Grove in action and used this picture of him rocking the Retrofish Rasta longboard and Kahuna Bamboo Big Stick™. The article explains how Kendall Land Paddles to escape the gym and cross train with the thrill of cruising on a longboard. It goes into the workout you get with the Kahuna Big Stick and how it helps Kendall prepare for his fights. Besides being a great workout, Land Paddling helps him get his mind off his fights. "It's good for your head," Kendall said, "Jump on that thing and you forget about everything else. You get a workout and feel like a kid again."





Kahuna Creations sponsored the stand-up paddling races during the 2010 Utah Summer Games at Deer Creek, Utah. The competition was a ton of fun, and the competing paddleboarders were able to get their Land Paddling in after the race. Utah has a very chill lake SUP scene comprised of land-locked surfers and outdoor enthusiasts who just want to have a good time riding on the lake. The paddlers loved seeing us at the event, and are stoked to Land Paddle for stand-up paddle cross training. Click [here](#) for more pictures of the event.



Retail Shop of the Month

Mountain to Sound Outfitters of West Seattle

This month, we are featuring Mountain to Sound Outfitters of West Seattle. The guys there have serious passion for the outdoors and support the sports they love. This includes paddling in and out of the water. Mountain to Sound Outfitters is a specialty shop that sells stand-up paddle boards for the water and Kahuna Big Sticks and longboards for riding on land.



Adam from the shop said, "We are proud and stoked to be one of the newest shops around Seattle to carry Big Kahuna Longboards and Big Sticks. Whether you want to paddle the land or the sea, Mountain to Sound Outfitters is the place to be." We are happy to see the success of this fairly new shop and recommend them to anyone in the area.



Kahuna Board Rider: Hung Tran
Master Fighter and Kahuna Board Rider



Our Kahuna Board Rider of the month is Hung Tran, or Master Tran. Tran was born in Saigon, Vietnam, became a refugee with his three siblings, and escaped the country April 30, 1975, the same day Saigon was captured by the North Vietnamese.

Hung Tran trained in martial arts since he was seven and earned the Dan Black Belt at age nineteen. After graduating from Colorado State University, he became a full-time instructor and opened his own school in 1994. Tran eventually got into Muay Thai and became certified as a Master Instructor. Master Tran later created his own Muay



Mountain to Sound Outfitters

Thai curriculum for schools and started the [Tran's Muay Association](#) to help launch Muay Thai into schools.

Being a world-class athlete with a need to stay in top shape, Hung Tran picked up Land Paddling. "This is a great exercise! It works the shoulders, core, abs, almost everything in the upper body . . . and even worked my legs." Hung Tran regularly rides with his wife. They both love the beach but are landlocked and get their necessary servings of the ocean as well as a great workout by Land Paddling. Tran created a short YouTube review of Land Paddling found [here](#). We love having Master Tran as part of the Kahuna team and wish him the best with his Muay Thai program.



3602 SW Alaska St.
Seattle, WA 98126
206.935.7669

Red Deer Advocate

Newspaper article for Empire and Kahuna Creations



Red Deer, Canada's Empire Snow & Skate got a great write up from The Red Deer Advocate by an article called "[Carrying a Big Stick](#)." This article shows how 23-year-old shop owner Joel Thiessen took the Kahuna love to the roads of Canada. Joel's shop Empire Snow and Skate was the first in the area to sell the Kahuna Big Stick, and he has been turning heads ever since. Land Paddling helped him put his shop on the map and sell some serious product. The article talks about this young entrepreneur's success selling longboards and Big Sticks and explains what Land Paddling is all about.

Join the Kahuna Family



We have a great community on our [Facebook](#), page. If you haven't checked it out yet, take a moment to befriend us, look around, tag us in any pictures, and drop a message. We currently have a Facebook community of over 3,000, but it's nothing without you. We also have [Myspace](#) and [Twitter](#) pages for your web surfing pleasure.

That does it for this month's newsletter. Hope you enjoyed it and that you are able to get out and ride. Don't hesitate to send me an email with any suggestions, pictures, or simply how you're enjoying your Kahuna

board. Have a great month, and we'll catch you in August.

Mahalo,

Cory McBride
Product Marketing Coordinator
Kahuna Creations

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