

Tahoe snowboarder signs deal with Discrete Sport

Discrete Sport LLC has added four snowboarders to its athlete roster. Ralph Backstrom of Lake Tahoe and Matt Annetts of Jackson Hole are both big mountain snowboarding specialists with proven skills in competition and film projects.

“I’m super pumped to be a part of Discrete,” Backstrom said in a press release. “I look forward to future projects with them, they are doing it right.”

The other athletes are Sam Taxwood and Griffin Siebert, both based in Park City.

Backstrom has proven himself on the big mountain circuit, racking up wins and top three finishes on the Masters Tour and New Zealand Heli Challenge.

Discrete TV was introduced in November 2010 to provide a platform for Discrete’s athletes, artists, and employees a fun place to create content.

Discrete Headwear began business operations in 2008 and is a collaboration of athletes, designers, musicians, artists, and photographers.