

The POW Perspective

Jeremy Jones' Protect Our Winters campaign

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As the greening trend penetrates the snowriders' market, people are either jumping on the bandwagon, or trying to shoot out the wheels. Somewhere in between are people who believe actions reverberate louder than words. People like Jeremy Jones.

Jones rises above the black and white banter, pioneering new lines and new ways to address climate change. His nonprofit Protect Our Winters foundation kicked into action in early Sept. '07, and offers everything from quick tips for reducing your carbon footprint to carbon offsets. "Leading with your actions will inspire others to do the same, and ultimately make a difference in global warming," Jones believes.

Just as Jones makes shredding impossible-steep faces look like magic carpet runs, he's taking the NPO world by storm. "The response we've had has been incredible," Jones says. "The idea of starting a nonprofit was overwhelming to me, but it had a snowball effect. Once the word hit the street, people were coming from all areas and educations to volunteer their time to get POW up and running."

And while POW gains momentum, antagonism still looms like a dark cloud in the background—and with good reason. Any number of companies cite "sustainable" practices as their MO—but is it greenwashing or the real deal? Fortunately for Jones, POW doesn't need slick marketing to meet quarterly profit projections. There are no profits, just good intentions. And to the naysayers Jones says, "Bring on the haters." You're either with him or without him.

"There will always be haters and skeptics out there, and if I listened to them in the past, I would have never achieved any of my goals in life," Jones says. "We are doing a positive thing for the world and are not in it to make money. We are not putting any energy into trying to win over the anti hippy/skeptics, but are focused on the vast majority that is stoked on our foundation and ready to make a difference."

Jones has already convinced Rossignol to donate one percent of sales of Jones Experience products to POW, and is working to get more companies to contribute the same. Other POW initiatives include supporting renewable energy projects and educational initiatives.

"It is so cool to see how strong we can be together in the fight against global warming. I guess that as skiers and snowboarders, we know that we will be the ones who benefit the most from our efforts with longer winters and more snowfall!"