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## **Drift Innovation Cameras Sponsors Snowboarding Prodigy Alexis Roland**

*Twelve- year-old shredding star hits up Mt. Hood's Snowboard Camps with support from Drift*

**Boyer City, Mich. (Sept. 1, 2011)** – [Drift Innovation](#), manufacturer of the HD170 Stealth and soon-to-be-available [Drift HD](#), are proud to announce their partnership with professional youth snowboarder [Alexis Roland](#) as her official point of view camera sponsor.

Kicking off the sponsorship, Drift sent Roland to train during the off-season at the world famous snowboard camps located at Mt. Hood, Ore., including sessions at [Windells](#) and [High Cascade](#). Check out the experience, documented with the new Drift HD on behalf of [First Tracks Productions](#) here: <http://vimeo.com/28061617>.

"The Drift cameras are what I have been looking for," said Roland. "Its great not to have to fumble around with a camera when you can just use the remote. Also, the big LCD screen helps set up the shot perfect."

Alexis Roland is a veritable snowboard prodigy, executing series of complex and advanced tricks at the young age of eleven. Alexis first strapped in on a board when she was five years old, and by age six she was sending huge jumps and rails with the big kids in the park. Comparable to the introduction of the "flying tomato," Shawn White, Roland is turning lots of heads in the snowboarding crowd.

"We are enthused to support Lexi's advancement and skills in her snowboarding livelihood," said John Rounds, Drift's global director of sales and marketing. "Our cameras are designed to lead the market and we want to develop partnerships with athletes who are the leaders in their field."

Drift's new HD point of view action camera will be available at the end of September and will be hitting slopes all winter long. Notable features in the 25 percent smaller design include: integrated LCD screen, wireless remote control, 300-degree rotating lens, 170-degree field of view, goggle and helmet mounting options, water resistant casing and professional-grade 1080p/30fps and 720p/60fps high-definition video settings.

For more information about Drift innovation visit: <http://www.driftinnovation.com/>. To follow updates and the latest videos from Alexis check out her website: <http://alexisroland.com/main/> and at [First Tracks Productions](#).

**About Drift:**

Drift is a wearable Point of View Camera product company offering consumers wide-angle recording capabilities to capture all their adventures and activities. Designed with smart real-life use features, it is highly recommended by the specialists in outdoor sports, motorsports, and snow sports. Drift captures the action from every individual's point of view and offers easy ways to share and re-live the experience with friends and family. For more information about Drift Innovation, visit [www.driftinnovation.com](http://www.driftinnovation.com).

**About Alexis Roland:**

Alexis Roland is a 12-year-old snowboarding phenom from Bloomington, Minnesota. Even at this early age, Alexis is already well known in and outside of the snowboarding world. She's been featured on [The Today Show](#), in the [New York Times](#), a full part in the snowboarding movie, "Droppin'," by [First Tracks Productions](#) and her own dedicated segment in [Warren Miller's](#) "Dynasty." As a child prodigy she attributes much of her guidance and support to her father, Shawn. She has secured several professional snowboarding contracts and continues to compete with girls twice her size and age. For more information about Alexis Roland, visit: <http://alexisroland.com/>.