

**FOR IMMEDIATE RELEASE:**



## **BRA AND BOARD-TRAC RELEASE QUARTERLY SALES SURVEYS IN THE ACTION SPORT MARKET**

**WRIGHTSVILLE BEACH, NC., JUNE 24, 2010** – Since the inception of the partnership in 2008 between the Board Retailers Association (BRA) and Board-Trac, the industry's marketing and research resource, nine quarterly reports focused on specialty retail sales in the action sport market have been published. Each quarter, BRA's retail members respond to questions related to sales revenues, margins, category and brand comparisons, vendor support, their views on trade shows and much more.

Board-Trac compiles the data into a 35 + page report each quarter and makes the reports available to the industry for \$250 each. [Click here](#) for more information or to purchase reports now.

BRA has found our partnership with Board-Trac to be invaluable, and the data even more valuable. The quarterly reports have not only given us a light during tough economic times, but have given courage and encouragement to our members in an unprecedented tumultuous environment.

Take advantage of the sales information available and a special discounted rate on an annual subscription. Order all four quarterly reports in 2010 for \$500. A savings of \$500.

To find out more about what retailers have to say about product categories, the brands that drive their business, product mix and other relevant issues regarding retailing in action sports, visit <http://bit.ly/SpecialtyRetailReports>.

### **ABOUT BRA**

The Board Retailers Association (BRA) is a non-profit trade association representing 550 action sport retailers in the surf, skate, snow, wake, kite and wind industry with almost 3,000 storefronts across the country. East and West Coast retailers formed the Board Retailers Association in February 2003. Under the direction of BRA's Chairman and Board of Directors, the association serves as the preeminent voice, for independent retailers on a grassroots level with manufacturers, trade show representatives, and other associations. The Board Retailers Association also works to provide educational resources and exclusive discounts and savings from vendors on the day-to-day costs of business. BRA Retail Members receive industry research and statistics, financial forms and worksheets, legal advice and sourcing solutions. Retail Members have exclusive access to archived retail articles, industry links, news sources and event planners. For a complete explanation and description of Retail Member benefits, visit [www.boardretailers.org](http://www.boardretailers.org)

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