

**Vans Partners with Positive Vibe Warriors Foundation to  
Help Educate Youth Communities Around the World**  
*Gudauskas Founders Inspire New Vans Collection in Support of  
Ocean Preservation*



**Cypress, CALIF. (June 27, 2016)** – A new summer motto has emerged: “Keep the Vibe Alive!”—affirmed by Vans’ latest partnership with San Clemente-based non-profit foundation, Positive Vibe Warriors (PVW). Born from the creative minds of Vans Surf team riders, the Gudauskas brothers, the PVW foundation aims to help educate active youth around the world about the benefits of ocean safety awareness. Vans and PVW join forces this fall to nurture a positive impact on global communities by helping them raise funds through hosting local surfing events, swim lessons, ocean awareness programs, lifeguard workshops and many more ocean-friendly activities.

“The ocean is an infinite source of creativity, joy and learning,” insists Dane Gudauskas. “It has been a powerful influence in our lives and we want to inspire the next generation to continue to enjoy the ocean's power in a positive and safe way.”

The true spirit and ideals of PVW are commemorated in a new collection of Vans footwear, apparel and accessories, available now. With design details that tie back to the PVW aesthetic and custom graphics made by the G-Bros themselves, the charitable collection takes on a cool color palette, mimicking the blue hues of oceans and tidepools encountered on the many adventures of the Positive Vibe Warriors.

The PVW collection highlights exclusive footwear and apparel pieces for men and women, available now. Learn more about the foundation and shop the collection at [Vans.com/pvw](https://Vans.com/pvw).



### ***About Positive Vibe Warriors***

Founded on a deep passion for the sea and the natural positive energy born of surfing lifestyle, Pat, Dane and Tanner Gudauskas created the Positive Vibe Warriors foundation to spread the impact of positivity and to inspire future generations of ocean activities. PVW's charitable organization supports kids around the world by promoting water safety and ocean education. PVW hosts the annual Stoke-O-Rama amateur surf contest to raise crucial funds needed for communities to learn and preserve their sea-friendly environments. To learn more and support the cause, visit [positivevibewarriors.com](http://positivevibewarriors.com).

### ***About Vans***

*Vans*®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. *Vans* authentic collections are sold globally in more than 75 countries through a network of subsidiaries, distributors and international offices. *Vans* also owns and operates nearly 600 retail locations around the world. The *Vans* brand promotes the action sports lifestyle, youth culture and creative self-expression through the support of athletes, musicians and artists and through progressive events and platforms such as the *Vans Triple Crown of Surfing*®, the *Vans U.S. Open of Surfing*, *Vans Pool Party*, *Vans Custom Culture*, *Vans Warped Tour*®, and *Vans*' cultural hub and international music venue, the *House of Vans*.

**Vans, "Off The Wall" Since '66**

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