



SKULLCANDY ANNOUNCES A LEGENDARY ADDITION

Tony Hawk Joins The Skullcandy Team As Newest Brand Ambassador

PARK CITY, Utah, - MARCH 27, 2025 - Lifestyle audio brand Skullcandy continues to expand its team of notables in the surf, snowboard, and skateboarding landscape with the addition of a new brand ambassador, the legendary skateboarder and cultural icon, Tony Hawk. Hawk joins a stacked team of skateboarders, including Andrew Reynolds, Nora Vasconcellos and Louie Lopez. His authentic connection to music, skate culture, and community makes him a perfect fit for Skullcandy's fearless and forward-thinking brand ethos.

Skullcandy Ambassador Tony Hawk

Tony Hawk's accomplishments on and off his skateboard have helped to make him one of the most recognizable figures in skateboarding and pop culture. He has pioneered the creation of more than 80 tricks in vert skateboarding, including the legendary 900. His Tony Hawk's Pro Skater video game series, first launched in 1999, has exposed countless people to skateboarding, creating a new path for fans to participate in Skate. His charitable foundation, The [Skatepark Project](#) (formerly the *Tony Hawk Foundation*), has awarded over \$13 million in grants to over 660 skatepark projects throughout the United States. From revolutionizing vert skating to shaping generations through his video games, nonprofit work, and popular podcast "Hawk vs Wolf," Tony continues to push boundaries and inspire progression on and off the board.

"Welcoming Tony to the Skullcandy family is the latest example of how we're strengthening our authentic connection to skateboarding and adjacent cultures," said Justin Regan, VP of Brand at Skullcandy. "Tony represents everything Skullcandy stands for—fearless expression, lasting impact, and love for the lifestyle. He's not just a pro skater—he's a movement. And that movement has always had a soundtrack."

Hawk's passion for music has been a lifelong thread in his story—whether it's the punk tracks that fueled early contest runs or the playlists he curates today. A longtime fan and customer of Skullcandy, Tony has been purchasing headphones and earbuds for himself and his family for over two decades.

"I've always appreciated Skullcandy's commitment to the skate community, music, and doing things their own way," said Hawk. "I've used their products for years and am excited to officially partner with a brand that aligns with my culture and values."

Stay tuned for exclusive content, product drops, and campaign collaborations with Tony Hawk as Skullcandy continues to redefine what it means to be a lifestyle audio brand rooted in board sports and creative self-expression. Among other activations, Hawk will be featured prominently in an upcoming campaign set to launch on April 15th, 2025.

For more information on Skullcandy, [Skullcandy.com](https://www.skullcandy.com) or follow the brand on [Instagram](#), [TikTok](#), [YouTube](#), [Twitter](#) and [Facebook](#).

About Skullcandy®

Skullcandy is the original, irreverent, lifestyle audio brand, born of action in 2003 on a chairlift in Park City, Utah. On a mission to connect the fearless ones and amplify experiences while unleashing creativity on the mountains, beaches, and streets. With a deep commitment to boardsports communities, Skullcandy products deliver killer sound and performance with unique style. A full assortment of headphones, earbuds and portable speakers are created, tuned and tested to deliver music you can feel, specially engineered to provide a deeper, more immersive listening experience. Skullcandy designs, markets and distributes its audio products through a variety of distribution channels globally. The company's website can be found at www.Skullcandy.com.

Press Contact

skullcandy@remedypr.com