

Q&A WITH "HOOTS" JAY

LOCAL URBAN LEGEND TELLS HIS TALE

Marc Arellano sits down with local freeride/urban legend and all around good guy Jay Hoots. Hoots best known for his Hoots armour company and helping with Kids on the Shore.

Q - How did you get into riding and what's your reason for sticking with it?

A - I used biking as a way for training for snowboarding, when I grenaded my knee I needed the bike to rehab. As time went on I got super stoked on the trail scene, Reaper was like super fresh and Ladies was killing it. Snowboarding was still tough with wobble knee so I rode my butt off. Riding is the Hooty happy place.

Q - What's the story behind "Hoots" Jay?

A - One of the highlights of my career was to ride in Danger's Flow Show. I sponsored and rode shows for three seasons. I guess Dan could be responsible for the name as he manned the microphone and started calling me Hoots, Hooters, stuff like that.

Q - Is there anyone in particular



Jay Hoots launches with the style that has made him a legend

who's influenced your riding style?

A - Nate Wessel, Joe Rich, Darren Butler, Ryan Leech, Dylan Trembley, Jay Miron (even though he dissed me cause I am a mountain biker).

Q - Has any particular music influenced your style?

A - I don't know about influencing style, I guess different music does different things, like I can't listen to Rage Against the Machine, drink a coffee and expect to clean Circus (a trail), although I could rip some flowy ground trail. On the other hand I could listen to Peter Tosh and groove any type of trail/park/

street riding.

Q - Do you think mountain biking is losing its roots, i.e. moving towards BMX?

A - No absolutely not, no way no how. I know for sure that the hard cores out there (XC) will always keep the spirit alive, there is so much terrain out there that is only for mountain bikes. Things are only going to get cooler, I saw Darren Berrecloth pull a 360 off a ladder bridge in Kranked 5, I have done bar spins off them. Dirt jumps, gap combos and log rides are being built to allow a rider to ride as creative as they like.

Things are more interesting now in the trails than ever because of the creativity of BMX roots. BMX is technically six years ahead of mountain biking and will continue to accelerate, think of it not as losing it's roots but part of a revolution...Viva la revolution.

Q - What's your take on this whole freeriding phenomenon?

I would have to say that the way media has portrayed 'freeride' maybe isn't the most positive thing, It seems as though everyone is going ridiculous mental huge and I don't

know if that really reflects the reality of what freeriding is about. I guess you have to push the borders to be able to have your own territory but my best freerides have never seen

"RIDING IS THE HOOTY HAPPY PLACE"

cliff drops or full pipes, my best freerides have been down a mountain side with no defined trails. Imagine recreation that doesn't have to be organized and that doesn't have rules, just fun. Combined with an industry that is supporting it, with gear that can take it. I am stoked with the way mountain bike freeriding has progressed.

Q - What's your relationship with Norco Performance Bikes, and how long have you been hooked up with them?

A - This is my fifth year riding on Norco bikes. I spent two years on the Norco grassroots team riding out of Singletrack Cycles on a VPS2. Since then I have been riding out of John Henry testing bikes for Norco.

Q - What's the one thing that you

think people don't know about you but should, and why?

A - Huh, crazy question. Maybe the diversity of my riding and ability to scope unique lines. I enjoy ripping stuff up with my crew and really I guess that's what counts, I mean I have no pressure from any sponsor to like be a superstar or pull anything I may not be comfortable with. They all support me huge styles so some pretty fun stuff goes down on and off camera.

Q - What's your single biggest accomplishment on your bike?

A - I think wall rides, no wait, footed cans, no wait, super seat grabs but I have been working some wicked street fun moves into trail riding, things like bar spins off of ladder bridges and bunny to nose bonk to manuals on logs. So much for single biggest huh?

Q - Off your bike?

A - The crazy wicked success of my company Hoots and The DIRT Club. (A club he started that involves teaching kids how to building and maintain bike parks) **E**

-Marc Arellano