



PROJECT SAVE OUR SURF PRESENTS:

SURF 24

CO-HOSTED BY SHAUN TOMSON
PT TOWNEND AND TANNA FREDERICK

JUNE 19TH - 20TH 2010

INTERNATIONAL SURFING DAY

HB PIER, SURF CITY, USA

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Project Save Our Surf is dedicated to the conservation of our oceans and the delicate marine ecosystems that reside therein. We believe that through awareness and involvement with our communities we can generate significant change on our planet. We solicit surfers, celebrities, friends, family and businesses to participate in our fundraising efforts in support of "Clean Ocean" organizations.

Building on the successes of our last two years, including donating over one hundred and thirty thousand dollars to ocean conservation, PSOS is joining forces with the Surfrider Foundation and Surfing Magazine to celebrate International Surfing Day 2010 with a 24 Hour Surf-A-Thon contest.

SURF 24 begins on Saturday June 19th at 11am beside the legendary Huntington Pier. World champion surfers Shaun Tomson and PT Townend will join actress and surfer Tanna Frederick as Co-hosts to kick off the opening ceremony. Teams consisting of recreational surfers, celebrities, branded professionals, students and surf legends will compete to put up the best wave each hour for 24 straight hours – with every wave ridden a pledge toward ocean conservation.

As the surfers are in the water, a full lineup of live performances from acts including Common Sense, Humanlab and our soon to be announced headliner will grace the outdoor stage right next to the surf. Mural painting, arts and education projects, volleyball, yoga and eco-friendly food and product vendors round out the festival atmosphere on the sand during the daylight hours. As dusk falls and the music winds down, the beach shifts into an invite only area as we screen surf films including North Shore and Bustin' Down the Door, all the while cheering on the surfers in the water just steps away from the movies.

Following a pancake breakfast, the crowning of the SURF 24 winning team and a Surfrider Foundation beach clean up, the International Surfing Day festivities hop across the street to the Shorebreak Hotel. We wrap up the weekend with the PSOS Friends of the Ocean awards ceremony and live fund-raising auction alongside dinner and drinks.

PSOS's SURF 24 promises to raise funds, awareness, and the spirits of those that celebrate with us. The proceeds we raise will be donated to the national level of the Surfrider Foundation, Santa Monica's Heal the Bay and the OC Board of Education program Inside the Outdoors. Our fondest hope is for the ideas, experiences and positive energy raised at SURF 24 to be shared from person to person, day to day and community to community. On International Surfing Day 2010, Project Save Our Surf will continue to think globally by acting locally at the HB Pier in Surf City, USA.