



FOR IMMEDIATE RELEASE

CONTACT: Denise Erkeneff
Chair, Special Events
Surfrider Foundation, South OC Chapter
Surfrider.org/SouthOrangeCounty
denisedd@cox.net (949) 493-5019

**SURFRIDER FOUNDATION SOUTH ORANGE COUNTY CHAPTER HOSTS
ANNUAL INTERNATIONAL SURFING DAY AT 2013 SURFING AMERICA SURF
CHAMPIONSHIPS ON JUNE 20, 2013 AT LOWER TRESTLES**

DANA POINT, CA, June 11, 2013....In celebration of International Surfing Day (ISD), Surfrider's South OC Chapter will host our annual event on the first day of Surfing America's (SurfingAmerica.org) USA Championships at Lower Trestles, San Onofre State Beach, San Clemente, CA. Founded by the Surfrider Foundation and SURFING Magazine, ISD unites surfers worldwide, and encourages ocean enthusiasts to join Surfrider volunteers to help protect our oceans, waves and beaches by participating in family-friendly events. ISD started in 2005 with only 16 domestic and one international location and has grown to over 200 events in 30 countries always held each year on 6/20.

Along with local brand partner Ocean Minded, (OceanMinded.com) Surfrider SOC will host a beach barbeque, beach clean, giveaways and contest viewing of the best amateur surf talent in the United States. "Surfing America is proud to host ISD during the contest at Lowers as this is a worldwide celebration of our sport and how important it is to protect our premiere surfing resources, California State Parks and oceans," stated Greg Cruse, Executive Director, Surfing America.

Bob Tanner, Director of Marketing, Ocean Minded commented, "This year is an extra bonus of being at our local spot, Lower Trestles, during Champs. Please join us in our backyard, as we look forward to a fabulous day of surfing, hosting the beach clean-ups and Ocean Minded giveaways!"

In addition to volunteering their time, people can also join or renew their membership to the Surfrider Foundation by participating in a special ISD membership drive. In 2012, ISD participants removed more than 3 tons of trash from our coastlines, and over 1,800 people joined or renewed their Surfrider annual membership. For more info on ISD go to: ISD.Surfrider.Org.

The Surfrider Foundation is a non-profit, grassroots volunteer organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches. Founded in

1984, the Surfrider Foundation now maintains over 60,000 members and 80 chapters worldwide. www.Surfrider.Org.

####