

MEDIA RELEASE

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For Immediate Release



Municipal Water District of Orange County to sponsor Rip Curl's Surfboards in the Sand

Huntington Beach, CA – September 14, 2009 – As surfers, sponsors, entertainers and environmentalists come together on September 19th to help conserve our coasts and oceans, Surf City USA is proud to announce the addition of the [Municipal Water District of Orange County](#) as a dedicated sponsor of [Rip Curl's Surfboards in the Sand](#) event. **Rip Curl's Surfboards in the Sand** brings together surfing and environmental enthusiasts on the sands of Huntington Beach for an epic photo opportunity. A portion of the proceeds benefits Surfrider Foundation and Orange County Coastkeepers.

The Municipal Water District of Orange County (MWDOC) is a recognized leader in its water use efficiency programs. Through partnerships with local, regional and state agencies, MWDOC has created award-winning water efficiency programs that target and benefit residential, business and industrial customers. By offering programs like ultra low-flush toilet rebates, landscaping certifications and residential water use surveys, MWDOC is able to help save more than 2.9 billion gallons of water each year. Water is a precious resource in Southern California, and MWDOC is dedicated its conservation and to the education of their customers.

World Champion Surfer Rob Machado promotes MWDOC's "[WATER: DO MORE WITH LESS](#)" campaign; part of MWDOC's concerted outreach effort to educate the public about our water supply situation and the need to conserve water.

"The Municipal Water District of Orange County is a dedicated leader in water conservation and environmental protection, and we are thrilled to have them unite with us in our effort to save our raise awareness of protecting and conserving our water resources," said Donna Mulgrew, Vice President and COO of the Huntington Beach Marketing and Visitors Bureau.

Help Save Our Surf for \$10

Rip Curl's Surfboards in the Sand is an inaugural event taking place on the sand adjacent the famed Huntington Beach Pier on Saturday, September 19th. Participants who [pre-register online](#) for \$10 through September 17 will receive a free commemorative Rip Curl t-shirt (valued at \$25) and a one-year subscription to *TransWorld SURF Magazine* (newsstand value of \$59.88).

Those who cannot attend can still support the cause by purchasing the special edition Rip Curl-Surf Boards in the Sand t-shirt online. [Sign up or show your support!](#) Register online at www.SurfboardsInTheSand.com. Groups of 30 or more can reserve their place in the sand for the epic photo by contacting Jodi Book at 714.658.3427 or Jodi@bookthatevent.com.

Look for us on Facebook at: <http://www.facebook.com/SurfBoardsintheSand> and follow us on [Twitter@SurfboardsNsand](#).

Rip Curl's Surfboards in the Sand is co-sponsored by Rip Curl, *TransWorld SURF*, MWDOC (Municipal Water District of Orange County), Huntington Beach Marketing and Visitors Bureau, the City of Huntington Beach Centennial Celebration Committee and LIVE Magazines.

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