

MEDIA RELEASE

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For Immediate Release



New Sponsor Signs on for Rip Curl's Surfboards in the Sand

Huntington Beach, CA – September 14, 2009 – As the epic date draws closer, [Rip Curl's Surfboards in the Sand](#) continues to add new sponsors and entertainment, making the event one of the most exciting celebrity surf events of the year. Benefiting **Surfrider Foundation** and **Orange County Coastkeeper**, the Saturday, September 19th event includes an extraordinary photo opportunity in celebration of surf culture and the protection of our oceans. The **historic Rip Curl Surfboards in the Sand photograph** will be shot by, and published in, **TransWorld SURF Magazine** and other select international publications.

Joining the **Rip Curl Surfboards in the Sand** as the event's official regional magazine media sponsor is [LIVE Magazines](#). LIVE Magazines are among the largest distributed entertainment and lifestyle monthlies in Southern California: *Live OC* in Orange County, *Live LB* in Long Beach and the South Bay, and *Live LA* in the Los Angeles market.

Publisher Damion Stein speaks about the excitement of being part of **Rip Curl's Surfboards in the Sand**: "We are so happy to be the official regional magazine media sponsor of this historic event. There are no better projects to be involved in than the ones that are helping to preserve our delicate Southern California landscape."

LIVE Magazines are the premier SoCal entertainment publications for finding out what's happening in the world of events, music, movies, fashion and sports and more. Each issue features the popular "One on One" in-depth interviews with the world renowned celebrities who grace each cover.

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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