

For More Information, CONTACT:

Donna Mulgrew, Vice President,
Huntington Beach Marketing and Visitors Bureau
714-969-3492 or donna@surfcityusa.com

Peter "P.T." Townend, ActiveEmpire
714-742 0355 or activempire@aol.com

MEDIA ADVISORY FOR RELEASE ON 7/9/09

HUNTINGTON BEACH SEEKS SURFBOARDS IN THE SAND

*Surf City USA® Celebrates Centennial, Surf Culture and
the Coastal Environment on Saturday, September 19, 2009*

WHO: Huntington Beach Marketing & Visitors Bureau (HBMVB)

Benefits:

Surfrider Foundation and Orange County Coastkeeper

WHAT: SURFBOARDS IN THE SAND, an inaugural event to commemorate the surf culture of Huntington Beach, as well as those who protect our oceanic and coastal environments

WHEN: 12 p.m. (noon), Saturday, September 19, 2009

WHERE: Huntington Beach Pier
Huntington Beach, California

VISUALS: Thousands of surfers and surfboards in one massive group on the sand, as well as surfing legends and local dignitaries

BACKGROUND: Endorsed by surfing's elite including Peter "PT" Townend, pro surfing's first world champion, SURFBOARDS IN THE SAND (www.SurfboardsInTheSand.com) invites surfers of all generations to place their long or short boards in the sands on the beach next to the famed Huntington Beach Pier in Huntington Beach, California on Saturday, September 19, 2009.

Thousands of participants with their boards will stand together on the sands of Huntington Beach to demonstrate their support for preserving our coastal environment and to pose for a photograph to be shot by professional sports photographers and published worldwide in *Transworld Surf* magazine and other national publications.

Sponsored by the Huntington Beach Marketing and Visitors Bureau, SURFBOARDS IN THE SAND is an inaugural event celebrating surfing culture and promoting awareness for sustaining the coastal environment.

A portion of event proceeds will be contributed to the Surfrider Foundation and Orange County Coastkeeper organizations in support of their service to the ocean and beaches of Southern California.

"Every surfer and anyone who loves the ocean should join us in Huntington Beach on September 19th at noon to be a part of history and to benefit the environment," says Peter "P.T." Townend, pro surfing's first world champion and official spokesperson for the event. "Surfboards in the Sand highlights

Huntington Beach's commitment to the surfing culture and coastal environment that make Surf City USA unique in the world."

Individuals and groups who would like to be part of this historic event in Huntington Beach on September 19, 2009 should register online now at www.SurfboardsInTheSand.com.

Those who are not able to be in Huntington Beach on September 19 can show their support by purchasing commemorative SURFBOARDS IN THE SAND T-shirts online, with a portion of all proceeds benefiting Surfrider Foundation and Orange County Coastkeeper.

For more information, contact HBMVB Vice President and COO Donna Mulgrew at donna@surfcityusa.com (via telephone at 714-969-3492) or "P.T." Townend at activempire@aol.com (714-742 0355) Or visit us on Facebook at <http://www.facebook.com/SurfboardsintheSand>.

About the Huntington Beach Marketing and Visitors Bureau

The Huntington Beach Marketing and Visitors Bureau (AKA Huntington Beach Conference and Visitors Bureau) is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California's premier coastal destinations, Huntington Beach is the ideal location for a California family vacation or relaxing weekend getaway.

With 8.5 miles of wide-open white sand California beaches, Huntington Beach is a destination of choice for vacationers and business travelers alike. To plan your *Surf City USA*® vacation, or to learn more about Huntington Beach, visit the Huntington Beach Marketing and Visitors Bureau website at www.surfcityusa.com or call 800-729-6232 for a free Visitors Guide.

###

High-resolution photographs are available upon request.

Surf City USA® is a registered mark of the [Huntington Beach Conference and Visitors Bureau](http://www.huntingtonbeachconferenceandvisitorsbureau.com).