



Contact: Alexis Henry
Surfrider Foundation
Phone: (949) 732 6413
Fax: (949) 492 8142
Email: ahenry@surfrider.org

For Immediate Release

Catch A Wave And Kick Off The Summer With The 7th Annual International Surfing Day

San Clemente, CA (April 19, 2011) – The long warm days of summer are right around the corner, and what better way to celebrate than by waxing your board on June 20, and catching some waves in honor of the 7th Annual International Surfing Day.

Founded seven years ago by the Surfrider Foundation and Surfing Magazine, International Surfing Day (ISD) unites surfers from around the world in celebration of the sport of surfing. As is tradition with the annual holiday, surfers do their part to give back to our oceans, waves and beaches through various organized events such as cleanups and restoration projects hosted by the Surfrider Foundation.

Founded in 2005 with only 16 domestic and one international location, ISD has since exploded to more than 200 events in 26 countries in 2010, including unexpected locations such as Sweden, Mauritius, Korea, West Africa and Taiwan. In addition to becoming truly “international” in scope, the Surfrider Foundation uses ISD to host a special membership drive and since 2007 has signed up nearly 4,000 new members.

“It is incredible to see how much International Surfing Day continues to grow each year,” says Laura Mazzarella, Surfrider Foundation’s Marketing Manager. “Participants have the opportunity to make ISD their own by hosting any number of fun events, and show people that no matter where they live, we can all help protect our beaches and coastlines.”

This year, International Surfing Day is proud to announce its newest national sponsor, Barefoot Wine. For more than 20 years, Barefoot Wine has been an active supporter of the Surfrider Foundation through various initiatives, including the Barefoot Wine Beach Rescue Project.

“We are proud to support an initiative that brings the world together to give back and have fun,” said Jennifer Wall, Barefoot Wine and Bubbly’s winemaker. “With the help of director Jason Baffa, we will be capturing footage at select beaches taking part in ISD to create ‘One Beach,’ a film series about a global community coming together to keep our beaches barefoot-friendly through optimism and creativity.”

The Surfrider Foundation, Surfing Magazine and Barefoot Wine make the 7th Annual International Surfing Day possible.

[About Surfrider Foundation](#)

The Surfrider Foundation is a non-profit grassroots organization dedicated to the

protection and enjoyment of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 50,000 members and 90 chapters worldwide. For more information on the Surfrider Foundation, go to www.surfrider.org.

[About SURFING Magazine](#)

Founded in 1964, SURFING Magazine is the global leader in coverage of progressive surfing. SURFING is the official magazine of the National Scholastic Surfing Association and the Vans Triple Crown of Surfing. The magazine's unique properties include International Surfing Day, Shaper of the Year, Art of Surfing, Heat, Surfing TV, and SURFING's Annual Swimsuit Issue. The magazine is published 12 times a year by Source Interlink Media's Action Sports Group (ASG), the dominant force in the action sports and adventure sports arenas, reaching more than 2 million active sports enthusiasts through an integrated network of magazines, online properties, events and television programming. www.surfingmagazine.com

[About Barefoot Wine](#)

Barefoot's award-winning California wines are attractively priced and can be found in bottles bearing the fun, iconic footprint label. Barefoot's still wine portfolio (\$7 for 750-ml bottles, \$12 for 1.5-liter bottles) includes twelve unique offerings: Pinot Grigio, Chardonnay, Sauvignon Blanc, White Zinfandel, Sweet Red, Moscato, Riesling, Pinot Noir, Merlot, Cabernet Sauvignon, Shiraz, and Zinfandel. Barefoot also offers five delicious sparkling wines: Barefoot Bubbly Brut Cuvée, Extra Dry, Pinot Grigio, Moscato Spumante and Rosé Cuvée. Barefoot Bubbly is the most awarded California Sparkling Wine under \$20 in the US and retails for \$10. For more information about Barefoot Wine & Bubbly, visit www.barefootwine.com.

###