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## **EVENT ANNOUNCEMENT**

For Immediate Release

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Contact: Joel Brand  
310-496-0782  
joel@pierpaddle.com

### **Paddleboard Race, Ocean Festival and Waterman's History Day at Santa Monica Pier Saturday, June 11, 2011**

Santa Monica -- The world famous Santa Monica Pier and the Honolua Surf Co. will kick off the summer of 2011 with the Santa Monica Pier Paddleboard Race and Ocean Festival, featuring paddleboard races, dory competitions, outrigger canoes, live music and a surfing, lifeguard and paddleboard "waterman" history exhibition.

The all day event takes place Saturday, June 11, 2011 and is a benefit for Santa Monica-based Heal the Bay and its public marine education facility, the Santa Monica Pier Aquarium. Heal the Bay will receive a portion of net proceeds from the event.

The waterman "museum for the day" on the pier deck will feature antique surfboards, paddleboards, lifeguard equipment, including a fully restored Pete Peterson-crafted dory, as well as exhibits about the historic pier. Paddleboard racing was a popular Santa Monica sport in the 1940s with two paddleboard clubs headquartered on the pier.

The stand up paddle and prone paddleboard races feature 5.5 mile and 2 mile courses and are part six Southern California events sanctioned by the World Paddle Association. For the dory competition, area lifeguards will row fiberglass rescue boats in both a 1 mile sprint and a crowd-pleasing 3 lap race through the surf zone. The outrigger canoe competition will feature 6-person Hawaiian-style canoes in a demonstration race starting and finishing next to the pier.

On the pier deck, manufacturers will show off the latest in paddleboards and equipment. Live music and an awards ceremony will follow the completion of the races for the top finishers in each of the divisions.

Participation in the race is limited. Register early for discounts at [www.pierpaddle.com](http://www.pierpaddle.com).

Event partners and sponsors include: Honolua Surf Co., Quickblade Paddles, Santa Monica Subaru, Heal the Bay, ZJ Boarding House, Pacific Park on the Santa Monica Pier, Santa Monica Daily Press, Rusty's Surf Ranch, Mariasol, Positive Existence, H2O Audio, Clif Bar, the World Paddle Association, the National Doryman's Association, Marina del Rey Outrigger Canoe Club and Lanakila Outrigger Canoe Club.

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