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STEEL PIER CLASSIC NOW ASP SANCTIONED

9th Annual Steel Pier Classic & Surf Art Expo Presented by Coastal Edge and Billabong; Only East Coast Stop For 2012 ASP Longboard World Tour

(VIRGINIA BEACH, VA – March 19, 2012) – The Virginia Longboard Federation (VLF), the producers and organizers of the Steel Pier Classic (SPC) surfing contest have announced that this year's event will be the only East Coast longboard tour stop of the Association of Surfing Professionals (ASP), boasting a \$5,000 Men's and a \$2,500 Woman's longboard contests.

The [Steel Pier Classic and Surf Art Expo](#) is presented by Coastal Edge and Billabong and scheduled for Memorial Day Weekend May 26-28, in Virginia Beach, Va. In addition to ASP points, the longboard divisions are dual sanctioned by the World Longboard Association; a \$5,000 Men's pro shortboard contest will also be held in conjunction with the event.

"This year will be a bit more memorable to the volunteers and supporters of longboarding knowing that their hard work and support have helped earn this ASP designation," said Mary Knight, president of the Virginia Longboard Federation (VLF).

"We consider the Steel Pier Classic & Surf Art Expo presented by Coastal Edge as the kick-off to the summer surf season in Virginia Beach," said D. Nachnani, president of local surf wear retailer Coastal Edge. "We say that the Steel Pier Classic & Surf Art Expo drips salt water, so we're excited to see the contest gain ASP sanction and the respect that'll bring to longboarders who compete in it."

Henry Ford, director of the World Longboard Federation said, "The WLF and the ASP are pleased to announce the pro longboard sanctioning of the SPC. We are excited to take the world tour to the East Coast and be a part of this soulful event. Surfers from around the world will compete to represent the ASP North American Tour.

-Event details follow-

Details for this year's Steel Pier Classic weekend:

DATES: Saturday May 26 through Monday, May 28, 2012

TIMES: Vendors/Surfing starts at 7:30 a.m.; Art show activities begin at 10 a.m.

Activities continue until 6 p.m. Saturday and Sunday; Monday, until 5 p.m.

OPEN TO THE PUBLIC: No admission fee for spectators; contestant fees for each surf division entered (**surfing entry deadlines: May 22, 5 p.m.**); works of art, food, refreshments and T-shirts for sale to public.

More than 400 amateur and professional surfers from all over the United States are expected to compete in this three-day surfing contest; pro division surfers in Men's and Women's Longboard and Men's shortboard will compete for a share of a minimum \$12,500 in total prize money in addition to ASP circuit points.

"The all volunteer Virginia Longboard Federation (VLF), along with the surfers and their families and friends, celebrate the roots of surfing each Memorial Day through art and sport," Knight said. Special attractions Knight announced for this year:

- **Autograph sessions** by famed surf art designer [Andy Davis](#) and well-known surfer/songwriter [Donavon Frankenreiter](#), **Saturday, May 26, 1 p.m.**
- **Tandem Surfing:** Professional 2- Star event with at \$2,000 total purse; this year also includes an amateur tandem division
- **Billabong Tow-at** (water-craft assisted big air wave jumps) "Battle Royale" *schedule TBA* both will be signing autographs at the main surfing area.
- **SUP -** Standup Paddle Surf competition sponsored by Honolua continues to be a HUGE growing sport; *schedule TBA*
- **Hawaiian Dancers** -- Copeland Mills School of the Arts performs traditional dances **Sunday May 27, 1:30 p.m.**, in front of the surf scaffolding

A highlight of the weekend will again be the Hawaiian-style Paddle Out scheduled for **Noon on Memorial Day, Monday May 28**. This traditional ceremony held annually at the Steel Pier Classic honors fallen US soldiers of ongoing military operations in Iraq, Afghanistan and elsewhere. (<http://www.youtube.com/watch?v=l1huoKvnWzg>)

In 2008, the VLF added a surf art component to the Steel Pier Classic and the event officially became known as the Steel Pier Classic & Surf Art Expo. Now in its fifth year, this unique art show produced by local sponsorship agency Sponsorships Unlimited features the

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creations of professional artists like Rick Romano, Matt Haddaway, Lisa Ashinoff and Bob Langston along the boardwalk near the First Street Jetty at the Virginia Beach Oceanfront.

Meanwhile on the beach, a student art show showcasing the creative work of Virginia Beach high school art students is an event that grows more popular each year. Produced by the VLF, the quality and quantity of the student collection improves every year.

Corporate sponsors such as maverick clothing manufacturer RVCA, and footwear icon Vans have returned this year as a highlight of the student art show component. The RVCA Art Pavilion will showcase the surf themed art and Vans will feature its "Custom Culture" experience. Each Virginia Beach high school has been tasked to design a blank pair of Vans to be displayed during the event. Vans will select the winning shoe and the winning school/team will receive a trophy for the school and gift certificates.

The VLF is a nonprofit organization. Proceeds from this annual event are distributed to worthy causes in the community such as: Wave Warriors; Zeke Memorial Surfing Fund; Love & Caring Ministries; Virginia Gentlemen; Aidnow and Corporate Landing Elementary.

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For more information, entry forms, and a schedule of events visit www.virginialongboardfederation.com,

For more information on Coastal Edge, stop by the beach superstore, 316 21st Street and Arctic Avenue, Virginia Beach, or visit: <http://www.coastaledge.com>.

For more information on the Surf Art Expo go to www.vbsurfartexpo.com or contact Sponsorships Unlimited at 757-222-2355. The Surf Art Expo is takes place on the boardwalk during the surf competition and is all about the surf, the ocean, and the beach. Local surf artists and artisans are featured in all mediums, such as painting, sculpture, metalwork, jewelry, photography, furniture, woodwork, and surfboard shaping.