

MEDIA ADVISORY

Contact: Mary Knight, VLF Executive Director, 757-409-1363

May 18, 2010

WHO: Virginia Longboard Federation (VLF), presented by Freedom Surf Shop and Quiksilver Waterman Collection

WHAT: ***7th Annual Steel Pier Classic Surfing Contest and Surf Art Expo***
Annual charity event benefits The Virginia Beach Noblemen

WHEN: Memorial Day Weekend (May 29-31, 2010)
All Days: Surfing: 7 a.m. until 5 p.m.; Art Show: 10 a.m. to 6 p.m.

WHERE: Virginia Beach Oceanfront, First Street Jetty

WHY: Over 300 surfers from all over the United States are expected to compete in this three daythat event celebrates the roots of surfing through art and sport.

HOW:

SURFING:

- Professional Longboard and Shortboard divisions with a cash purse
- Amateur divisions; Stand Up Paddle surfing; SUP distance race; Shortboard and Longboard Club Challenges; Nose-riding; Retro Longboard and Shortboard; and Tandem Surfing.
- Additional activities:
 - o California's living surfing legend, Bing Copeland, founder of "Bing Surfboards" will be attending the Classic and signing his new book on Sat. May 29. Location & Time: Bing Tent @ 1st Jetty 10 a.m. – 4 p.m.
 - o Tandem Surfing event will feature several professional teams from Hawaii, California and Florida.
 - o In honor of fallen soldiers killed in combat, members of the VLF and local military community surfers will hold a Hawaiian Paddle Out (ceremonial wreath-laying); surfing competition area; noon, Mon. May 31.
 - o The "*Danielle Roach Sportsmanship Award*," given in memory of former Virginian-Pilot sportswriter, Danielle Roach, will be presented at the awards ceremony, Main Stage, Monday @ 3 p.m.

SURF ART EXPO:

- VLF is a "Partner in Education" with the Virginia Beach Public Schools. For the third year, the Steel Pier Classic will also feature the "Student Art Show on the Beach." Princess Anne High School students produce the Show, which highlights the artwork of local area high school students.
- The Expo also showcases surfing themed artwork from more than 20 professional artists from across the nation. Works are for sale by the artists along the boardwalk.
- "Celebrate the Art of Surfing" party will be held Sat. May 29 at Hooks Sea Grille & Sushi at 8 p.m. Winston-Salem Ave. Live music by local beach band, "*Ray and the Ultraviolets*." \$1 cover at the door.
- "Movie Night on the Beach" will show the new surf flick, "*Castles in the Sky*," by Taylor Steele. Sun., May 30, 8:30 p.m. at the First Street Jetty.

For more information, entry forms, and a schedule of events visit www.virginialongboardfederation.com. Applications are also available at Freedom Surf Shop, 1361 Laskin Road, Va. Beach. For more information on the Surf Art Expo go to www.vbsurfartexpo.com or contact Sponsorships Unlimited at 757-222-2355