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**BILLABONG PRESENTS THE COASTAL EDGE
STEEL PIER CLASSIC & SURF ART EXPO
10th Annual Event Supports VA Gentlemen Foundation**

(VIRGINIA BEACH, VA – April 11, 2013) – Billabong presents the Coastal Edge [Steel Pier Classic and Surf Art Expo](#) this Memorial Day Weekend, May 25-27 in Virginia Beach, VA, according to the Virginia Longboard Federation (VLF), the producers and organizers of the Steel Pier Classic (SPC).

Both the professional Men's and Women's longboard contests will offer cash purses, including a \$5,000 men's division; the women's purse will be announced closer to the event. In addition, a \$5,000 Men's pro shortboard contest will be part of the event.

"For 10 years, surfers and fans have come to expect the high caliber competition, unsurpassed judging and unique community spirit at this event," said Mary Knight, president of the Virginia Longboard Federation (VLF). "From year one we were committed to those principles and after a decade, it's still what the Steel Pier Classic is known for."

"We consider the Coastal Edge Steel Pier Classic & Surf Art Expo presented by Billabong as the kick-off to the summer surf season in Virginia Beach," said D. Nachnani, president of local surf wear retailer Coastal Edge. "Local fans, competitors and returning visitors know that this event drips salt water."

"This year will take on a whole new flavor with the cast of personalities who'll be attending," said Ken Hunt, mid-Atlantic sales representative for Billabong/RVCA/VZ brands. Names like surf artist Andy Davis; riders Jason "Wee Man" Acuna, Mark "Occy" Occhilupo and Keala Kennely, Ford Archbold and surfboard craftsman Alex Knost will be here, Hunt said. "It'll be unmatched by any East Coast action sports event this year."

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 prize purse.

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This year's event supports the Virginia Gentleman Foundation's charitable works in the community, including the building of "Camp Grom," a camp that will serve special needs children and disabled veterans.

"For 10 years, Longboard Federation volunteers, the surfers and their families and friends have celebrated the roots of surfing through art and sport," Knight said. This year, "Coastal Edge and Billabong are strong supporters of this Memorial Day tradition." Other key sponsors this year include: clothing manufacturer RVCA, and sunglass brand VonZipper (VZ).

Details for this year's [Steel Pier Classic weekend](#):

DATES: Saturday May 25 through Monday, May 27, 2013

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.

SPECIAL ATTRACTIONS:

- **Appearances and Autograph sessions** scheduled to appear: famed surf artist Andy Davis; VZ rider, Jason "Wee Man" Acuna from "Jackass" movie and TV; Billabong team riders: former world champ, Mark "Occy" Occhilupo and Keala Kennely, star of the film "Blue Crush"; RVCA surfer Ford Archbold; pro surfer/shaper/musician, Alex Knost.
Saturday/Times: 1:30 p.m.
- **Tandem Surfing:** this returning amateur event is a real crowd-pleaser **Days/Times TBA.**
- **Billabong Tow-at** (watercraft assisted big air wave jumps) "Battle Royale" *schedule TBA* both will be signing autographs at the main surfing area.
- **SUP** – Stand-up Paddle Surf competition and SUP race continues to be a HUGE growing sport; **schedule TBA**
- **Hawaiian Dancers** -- Copeland Mills School of the Arts performs traditional dances **Sunday May 26, 1:30 p.m.**, in front of the surf scaffolding
- **Billabong GromFest**— Saturday, May 25, 11:30 a.m. special under 12 years surfer division (free entry but limited to 125 entries; every participant will receive a free Billabong Lycra jersey)
- **Hawaiian-style Paddle Out** scheduled for **Noon on Memorial Day, Monday May 27.** This traditional ceremony is held annually at SPC honors fallen US soldiers of ongoing military operations in Iraq, Afghanistan and elsewhere.

EVENT IS 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.

SURF ART EXPO—In 2008, a surf art component was added to the Steel Pier Classic and the event officially became known as the Steel Pier Classic & Surf Art Expo. Now in its sixth year, this unique art show produced by local sponsorship agency Sponsorships Unlimited features the creations of professional artists like Matt Haddaway, Lisa Ashinoff, Ed Obermeyer, Paul Emig, Reba McConnell along the boardwalk near the First Street Jetty at the Oceanfront.

On the beach, an art show showcasing the creative works of students in every Virginia Beach high school is now twice as large as in past years. Corporate sponsors are supporting the student art show component.

Each Virginia Beach high school enters a team to design a blank pair of Vans shoes; a best design is selected and the winning school/team receives a trophy and gift certificates.

RVCA is known for uniquely combining art, music and fashion. The RVCA Art Pavilion will showcase the student art show where young artists will have their creations voted on by their peers on Saturday, May 25. The school with the winning entry receives a hand-shaped surfboard from Alex Knost, and the winning student artist will receive a RVCA prize pack. All winners will be recognized at an “all-ages” concert performance that evening at the Jewish Mother at Hilltop and featuring Alex Knost’s band, “Tomorrow’s Tulips.”

The VLF is a nonprofit organization. Proceeds from this annual event will support the Virginia Gentlemen Foundation. www.vagentlemen.com

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Visit www.virginialongboardfederation.com For more information, entry forms, and a schedule of events. For Coastal Edge, stop by the beach superstore, 316 21st Street and Arctic Avenue, Virginia Beach, or visit: <http://www.coastaledge.com>.

For 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.