

IMMEDIATE RELEASE: May 20, 2011

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STEEL PIER CLASSIC PRESENTED BY COASTAL EDGE GETS SET TO GET WET

Four Pro Divisions, Amateur Contest Color the Beach Next Weekend

(VIRGINIA BEACH, VA – May 20, 2011) – ***The Steel Pier Classic (SPC) & Surf Art Expo presented by Coastal Edge*** announce the competitive divisions and prize purses for next weekend's annual Memorial Day surf contest and art show.

More than 300 amateur and professional surfers from all over the United States are expected to compete in the three-day surfing contest held near the First Street Jetty at the Virginia Beach Oceanfront. The dates for this year's event are Memorial Day Weekend, Saturday, May 28 through Monday, May 30, 2011.

The four pro divisions offers \$7,500 total prize purse and comprised of the following: the Pearson Arrow Longboard Pro (\$3,000); the ...Lost Shortboard Pro (\$3,000); the Roxy Women's Longboard Pro (\$500); and the ITSA sanctioned Tandem Pro (\$1,000). The amateur divisions surf for local bragging rights and coveted Steel Pier Classic trophies.

"...Lost is very happy to be a part of the Steel Pier Classic this year. The SPC has always been a grass roots surf event that kicks off the summer with great surfing and good times which is exactly what ...Lost wants to be a part of," said Chris Todd, Mid-Atlantic sales manager, ...LOST and Arnette & Blackline Mfg.

Legendary surfer and board-builder Bob Pearson is looking forward to the SPC and sponsoring the Longboard division. "I want to display our line of long boards at the Steel Pier Classic. We do a bigger variety of boards, I think, than anyone in the world. I'm stoked to be involved in such a community oriented event."

Virginia Beach's own Raven Lundy will be producing the "Billabong Battle Royale," an "air show" competition between the two top east coast tow in surfers –

Lucas Rodgers and Bryce Humphrey. Each competitor will have 30 minutes to attempt wave jumps, aerial stunts and board maneuvers while being pulled by their own watercraft operator. The winner of this never-before-done air show competition will emerge the grand champion of the east coast.

"Billabong is proud to be a supporter of the Steel Pier Classic and is excited to present this never done before air show competition," Lundy said. "We join the spirit of giving back to the community while celebrating the 'art' of surfing."

"The volunteers and supporters of the Virginia Longboard Federation (VLF), along with the surfers and their families and friends, all come together each Memorial Day weekend to celebrate the roots of surfing through art and sport," Knight said. "With the solid support of sponsors such as these and our local main sponsor, Coastal Edge, our event will continue to grow stronger each year."

A special guest appearance this year by world champion longboarder and Vans team rider, Joel Tudor expects to be just one of the highlights. Fast becoming a Steel Pier Classic event tradition, a Hawaiian-style Paddle Out is planned for the morning of Memorial Day to honor the fallen US soldiers of ongoing military operations in Iraq, Afghanistan and Libya.

The Virginia Beach Surf Art Expo, now in its fourth year, features the unique surf art creations of professional artists along the boardwalk and is held in conjunction with the Steel Pier Classic surfing contest.

Meanwhile on the beach, the VLF produces a student art show that showcases the art work of Virginia Beach high school art students. Clothing manufacturer RVCA is building the RVCA Art Pavilion which will showcase the surf themed art and surf/skate footwear icon Vans is bringing its "Custom Culture" experience to Virginia Beach.

The VLF is a nonprofit organization. Proceeds from this annual event are distributed to worthy causes in the community through organizations such as the Virginia Beach Noblemen.

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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.