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## STEEL PIER CLASSIC WELCOMES COASTAL EDGE AS PRESENTING SPONSOR *Surfwear Retailer Continues to Support VB Surfing*

(VIRGINIA BEACH, VA – April 27, 2011) – The producers of the Steel Pier Classic (SPC) surfing contest and local surf wear retailer, Coastal Edge, have announced a major sponsorship agreement for the annual Memorial Day surf contest and art show.

“We’re pleased to welcome Coastal Edge as the presenting sponsor of the Steel Pier Classic,” said Mary Knight, the president of the Virginia Longboard Federation (VLF). Terms of the multi-year sponsorship agreement were not disclosed.

**“The Steel Pier Classic & Surf Art Expo presented by Coastal Edge** is the kick-off to the summer surf season in Virginia Beach, and we’re happy to be a part of it,” said D. Nachnani, president of Coastal Edge.

“What compelled us to take on the Steel Pier Classic was the passion shown by the VLF through the years,” said D. Nachnani, owner of Coastal Edge. “The Steel Pier Classic is a contest that drips salt water. We want to help the VLF enhance an already wonderful celebration of surf.”

“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 corporate support of Coastal Edge, our event will continue to grow stronger and be more enjoyable for everyone.”

The dates for this year’s event are Memorial Day Weekend, Saturday through Monday, May 28-30, 2011. More than 300 amateur and professional surfers from all over the United States are expected to compete in this three-day surfing contest; the pro division

offers a \$7,500 total prize purse. Special attractions this year include a tandem surfing division and an appearance by world champion longboarder and Vans team rider, Joel Tudor. The Tandem event is internationally sanctioned by ITSA and offers its own \$1,000 purse; tandem riders from as far away as Hawaii, California, Florida and even France have registered.

A highlight of the weekend will be the Hawaiian-style Paddle Out scheduled for the morning of Memorial Day. Fast becoming a Steel Pier Classic event tradition, the Paddle Out honors fallen US soldiers of ongoing military operations in Iraq, Afghanistan and Libya.

In addition to surfing, the Steel Pier Classic stages a unique surf art show. Now in its fourth year, The Virginia Beach Surf Art Expo features the creations of professional artists along the boardwalk near the First Street Jetty at the Virginia Beach Oceanfront in conjunction with the Steel Pier Classic surfing contest.

On the beach, the VLF produces a student art show that showcases the art work of Virginia Beach high school art students that continues to grow, according to Knight. "The student collection becomes more popular each year, and with the support of corporate sponsors such as RVCA and Vans, the quality and quantity of student submissions are improving exponentially."

Maverick 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. Each high school is going to be tasked to design a blank pair of Vans to be showcased 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 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](http://www.virginialongboardfederation.com),

For more information on Coastal Edge, stop by the beach superstore, 316 21<sup>st</sup> 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](http://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.