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**BILLABONG PRESENTS THE 2016 COASTAL EDGE
STEEL PIER CLASSIC
& Surf Art Expo**

Family-oriented event kicks off the summer surfing season in Virginia Beach

(VIRGINIA BEACH, Va. – April 28, 2016) – Billabong presents the 2016 Coastal Edge [Steel Pier Classic](#) & [Surf Art Expo](#) this Memorial Day Weekend, May 28 - 30 between 2nd and 7th Streets at the Virginia Beach Oceanfront, according to the Virginia Longboard Federation (VLF), the producers and organizers of the Steel Pier Classic (SPC). This event offers the second biggest short board pro purse in an East Coast surf competition thanks to presenting Sponsor Billabong and featuring sponsors, Element, RVCA, Vonzipper and newest addition, Sanuk. The \$10,000 purse for short board pro is second only to the Coastal Edge ECSC presented by Vans.

“For 13 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 VLF.

“From year one, we were committed to those principles and after more than a decade, it’s still what the Steel Pier Classic represents.” “VLF volunteers, surfers and their families and friends continue to celebrate the roots of surfing through art and sport,” Knight went on to say.

Prizes include: \$10,000 Coastal Edge Shortboard Pro, \$5,000 CJ Nelson Designs Single Fin Longboard Pro. \$1,500 Java Surf Noseriding Pro, \$1,500 TowneBank Women’s Logger Pro, The TowneBank Women’s Logger event will offer a minimum of \$1,500 cash purse. This year there will be a minimum \$1,500 cash prize for the winner of the single fin Pro Noseriding



event. Surfboard shaper/designer and world class surfer, CJ Nelson will be on hand for the festivities.

“We’re so grateful to elevate the Coastal Edge Steel Pier Classic and VB Surf Art Expo presented by Billabong to the next level. We believe that this will increase the intensity of competition while growing the awareness of surfing for everyone on the East Coast” says D. Nachnani, president of local action sports retailer, [Coastal Edge](#). “We’re incredibly grateful to all of our sponsors to be able to give this event back to the surf community.

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 various prize purses.

“We believe this reaffirms our commitment to the short board pro and performance surfing. With a purse reaching this level, we anticipate some of the best surfers in North America coming to participate in what will be one of the most anticipated pro surf contests on the East Coast.”, said Ken Hunt, mid-Atlantic sales representative for [Billabong/RVCA/VZ](#) brands.”

The Coastal Edge Steel Pier Classic & Surf Art Expo is free and open to the community. There will be works of art, food, refreshments and T-shirts for sale to the public. No admission fee for spectators; contestant fees for each surf division entered. **The surfing entry deadline is May 24 by 9 p.m.** Contestants can register at <http://www.SteelPierClassic.com> or pick up surfing contest entry forms at Coastal Edge, 316 21st Street and Arctic Avenue, Virginia Beach.

Details for this year’s Steel Pier Classic weekend

Dates: Saturday, May 28 through Monday, May 30, 2015

Times: Vendors/Surfing starts at 7 a.m.; Art show activities begin at 10 a.m. Activities continue until 6 p.m., Saturday and Sunday and Monday, until 5 p.m.

Location: All events take place between 2nd – 7th Sts. at the Oceanfront

Special Attractions:

- **Luau at Coastal Edge**– This kicks off the Classic weekend. There will be food, drink and live music. **Friday, May 27, 4 - 7 p.m.** Mahi Mahi’s and Chix Seaside Grille and Bar **5K run** participants can pick up their race packets at this event.



- **Appearances and Autograph Sessions:** Scheduled to appear to date: Liquid Tambourine Records' Donovan Frankenreiter will be performing Saturday, May 28 at 9 p.m. at Waterman's, 415 Atlantic Ave., but will be on the Beach, 1 p.m., May 28 signing autographs. RVCA's Donnie and Lyndsey Perry, X-Games' Curren Caples, Zac Noyle, Greyson Fletcher and Jason "Wee Man" Acuna are ready to sign as well - **Saturday, May 28, 11 a.m. and 1:30 p.m.**
- **Free Heat Press:** VZ Hats, Billabong Tees in their respective tents: **May 28, 1:30 p.m.**
- **Tandem Surfing:** This returning amateur event is continued crowd favorite with pro teams from California, Hawaii, Florida and Virginia doing demos - **Monday, May 30 at 11 a.m.**
- **SUP:** A growing sport, Stand-up Paddle surf competition and SUP race – 2.5 and 5 mile courses, Saturday, May 28 at 8 a.m.
- **CARVE SPORTS, INC** tent on the Boardwalk - Surfboard shaper/designer and pro surfer, CJ Nelson will be selling his boards. Also, other board lines will be for sale and demo'ing.
- **Hawaiian Dancers:** Copeland Mills School of the Arts performs traditional dances **Sunday, May 24 at 1 p.m.**, in front of the surf contest scaffolding
- SPC 5K powered by Chix & Mahi Mah's **5K Run –Starting time 8 a.m. at 7th St. at the Boardwalk, Sunday, May 29** – race packets can be picked up Friday, May 27 at the Luau at Coastal Edge.
- **Billabong GromFest –Saturday, May 28, 11 a.m. sharp. Special under 12 years surfer division - free entry, but limited to the first 125 entries; every participant will receive a free Billabong Lycra jersey. The social media site for kids, run by kids social media platform GromSocial RV will be coming up from Florida to spread the safe interactive word at the GromFest.**
- **RVCA Student Art Show on the Beach** – May 28-30. RVCA is known for combining art, music and fashion presents this show. Featuring close to 2,000 pieces of surf-themed artwork from all Virginia Beach high schools. 1st – 6th prize will be awarded: \$500; iPad; bike; skateboard and Coastal Edge gift card, respectively. Each Virginia Beach high school enters a team to design a blank pair of Vans shoes. Element Skateboards has provided a blank skateboard deck to be designed and showcased at the art show. Thanks to contributing prize sponsor, Topgolf.



- **Hawaiian-style Paddle Out** – scheduled for **Noon on Memorial Day, Monday, May 30**. You've heard of it, may have seen it on Hawaii Five O...This traditional paddle out ceremony is held annually at the SPC honors fallen U.S. armed forces from the ongoing military operations in Iraq, Afghanistan and elsewhere. Prayer will be led by Father Rob Cole of St. John the Apostle Catholic Church.
- **Virginia Beach 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 9th year, this one of kind surf art show produced by local sponsorship agency, Sponsorships Unlimited features the creations of professional artists like Bob Langston, Heather Bautista, Ed Obermeyer, Patricia DeHart, Reba McConnell along the boardwalk from 2nd – 6th Streets on the boardwalk.

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Connect to www.steelpierclassic.com for more information, entry forms, and a schedule of events. The Virginia Longboard Federation is a nonprofit 501c3 organization. Proceeds from this annual event will support the local charities.

Visit Coastal Edge at their beach superstore, 316 21st Street and Arctic Ave., Virginia Beach, or connect at <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 takes place on the boardwalk during the surf competition and is all about the surf, the ocean, and the beach. Surf artists and artisans are featured in all mediums, such as painting, sculpture, metalwork, jewelry, photography, furniture, woodwork and custom surfboard and skateboard designs.