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STEEL PIER CLASSIC WELCOMES MASTERS OF BOTH SURFING AND ART

Longboards & Surf Art Are the Stars of the Show

(VIRGINIA BEACH, VA – May 26, 2010) – All systems are “go” for the **7th Annual Steel Pier Classic Surfing Contest and Surf Art Expo**, presented by Freedom Surf Shop and Quiksilver Waterman Collection this coming Memorial Day weekend, May 29-31. Over 300 surfers from all over the United States are expected to compete in this three-day that event at the Virginia Beach Oceanfront near the famed First Street Jetty.

Once again, the volunteers and supporters of the Virginia Longboard Federation (VLF) has prepared another outstanding event that celebrates the roots of surfing through art and sport, and serves to officially kick off the summer surf contest season in the mid-Atlantic. This annual charity event benefits The Virginia Beach Noblemen.

"The Steel Pier Classic is the kick-off to summer in Virginia Beach, and brings back the soul and good vibes of what a surf contest should be," said Dave Shotton, owner Freedom Surf one of the leading event sponsors. "The Classic mirrors what we're all about here at Freedom Surf and we couldn't be happier about being a part of such a killer event."

"Quiksilver Waterman Collection is pleased to be involved with the Steel Pier Classic because, like our men's sportswear, it was born from deep boardriding roots," said Jon Kleintop, Southeast sales manager for Quiksilver. "The longboarders and artists at SPC this weekend speak to surfing fans with unmatched eloquence, authority, and authenticity. And that's what the Quiksilver Waterman Collection is all about."

Unique among surf contests at Virginia Beach, longboards are the star of the show at the Steel Pier Classic. The contest has both a professional and amateur divisions. Pros will compete in both Longboard and Shortboard divisions for a cash purse; amateur divisions will include: Stand Up Paddle surfing; SUP distance race; shortboard and longboard club challenges; nose-riding; retro longboard and shortboard; and tandem surfing. Surf competitions begin each day at 7 a.m. and continues as conditions warrant until 5 p.m.

But surfing is only part of the show this weekend as surfing themed artwork surf art takes center stage on the land. The Steel Pier Classic will also feature the "Student Art Show on the Beach," where Princess Anne High School students produce a show that highlights the artwork of local area high school students. And in what could be termed the "professional" division of the Art Expo, an expected 30 professional artists will be showcasing their works for sale along the boardwalk for the 3rd Annual Va. Beach Surf Art Expo where all kinds of ocean and surf art, jewelry, photography, and beach furniture will be showcased. Local favorites such as Rick Romano, Matt Haddaway, Lisa Ashinoff, and surfboard artist Bob Langston will be at this year's event.

. Additional festivities are planned throughout the weekend, including a book signing by California's living surfing legend, Bing Copeland, founder of "Bing Surfboards" on Sat. May 29. A Tandem Surfing event will feature several professional teams from Hawaii, California and Florida. And on Memorial Day, Monday, May 31, at noon, members of the VLF and local military community surfers will hold a Hawaiian Paddle Out (ceremonial wreath-laying) in honor of fallen soldiers killed in combat. See the official contest website for times and locations.

"Celebrate the Art of Surfing" party will be held Sat. May 29 at Hooks Sea Grille & Sushi on Winston-Salem Ave. Live music at 8 p.m 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. The "*Danielle Roach Sportsmanship Award*," given in memory of former Virginian-Pilot sportswriter, will be presented at the awards ceremony, Main Stage, Monday @ 3 p.m.

For more information, entry forms, and a schedule of events visit www.virginialongboardfederation.com,
For more information on Quiksilver Waterman Collection, stop by Freedom Surf Shop, 1361 Laskin Road, Va. Beach or visit: <http://collections.quiksilver.com/waterman/index.aspx>
For more information on the Surf Art Expo go to www.vbsurfartexpo.com or contact Sponsorships Unlimited at 757-222-2355.