

FOR IMMEDIATE RELEASE

June 1, 2008

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## 14th ANNUAL SURFER JOE'S SUMMER LONG BOARD CLASSIC™

*2008 Surfer Joe's Summer Long Board Classic™ to be presented by Surfer Joe Industries® in Sunset Beach California, Saturday, July 26, 2008 at 6:30am*

**Sunset Beach, California** – This event marks one of Sunset Beach's largest events for the year. With over 100 surfers involved competing for a grand prize of over **\$1,000**. This one-day event brings people from all over Ventura, Los Angeles, Orange and San Diego County to watch and participate in a memorable and entertaining occasion.

There **are four categories** the surfers register in, including Women's Amateur, Men's Amateur, Masters (the over age 40 category) and the Professional division. In 2006 the Classic brought in over 90 **surfers** and this year they hope to see even more. Surfers come from Southern California, Northern California, San Diego and as far as Hawaii and Alaska. Last year's Pro winners 1st to 3rd place were **Tommy Witt, Mark Stewart, TJ Ridings**. First place in the Masters division was **Steve Tate**. In the Amateur division, 1st went to **Ryan Mata**. And **Connie Hurst** took first in the Women's division last year.

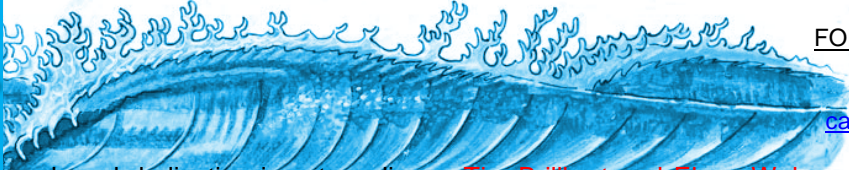
Just after the last heat of the day there will be a Bikini Contest at approximately 1pm. Winners will take home **\$250 in prize money**. All girls are welcome providing tasteful attire is worn. There will be an open registration the day of the event.

Following the Classic there will be a Post Competition Awards ceremony at **Tantalum**, located at 6272 E. Pacific Coast Highway, Long Beach, 90803 - (562) 431-1414, to honor those who have won in the morning's events. The grand prize of over **\$1,000 cash will be split between the first, second and third place winners in the Professional division**. There will also be a raffle and tickets will be on sale during the awards ceremony at Tantalum before the drawing. These prizes will include items such as a **Barry van der Meulen Surfboard, a Beach Cruiser Bicycle from La Habra Cyclery, Sunglasses, Hundreds of dollars in free dinners to all the local restaurants, and a Wetsuit from Coral Reef**.

Many of the **sponsors** from the surrounding cities are a big support. They donate gift certificates and merchandise to the raffle. Some of the sponsors include Wildy Construction, Barry van der Meulen Surfboards, Black Flys, Captain Jack's, Coral Reef, Harpoon Harry's, Harry's Grill, Kanvas By Katin, King Neptunes, La Habra Cyclery, Limericks, Mahé, Mother's Tavern, Rainbow Disposal, Sanborne & Sine, Simple Green, Sun Newspapers, Tantalum, Terranova Electric, The Longboard Restaurant & Pub, Tsunami Restaurant, Turcs Bar, Wax Research, Yucatan Grill, Cornerstone R.A.S., Daimon Japanese Restaurant, Don Miller & Son, Gondola Getaway, Harbour Surfboards, Hennessey's Tavern, Islands Bamboo, Musica, Na Hoku, P.S.I. Plumbing, Riley's Pub & Grill, Schooner Or Latter, Shore House Café, Screen Printing On Time, Inc., Surfer Joe Clothing, Taco Surf, Patio Guys, West Coast VW and The Crab Pot.

The 13th Annual Surfer Joe's Summer Long Board Classic™ is produced by Surfer Joe Industries®. Surfer Joe is the Committee Chair and **Joann Hatten & Amanda Rnich are the Event Coordinators**. Together these two put the entire event together over the course of nine months.

<p><b>Surfer Joe Industries</b> P.O. Box 1273, Sunset Beach, CA 90742 Tel. 562-592-4200 Fax 562-438-2758 <a href="http://www.surferjoe.net">www.surferjoe.net</a> <a href="mailto:joe@surferjoe.net">joe@surferjoe.net</a></p>	<p><b>WHITE LIGHTNING</b> PR and Productions phone 562.208.9610 • e-mail <a href="mailto:carriewhite27@hotmail.com">carriewhite27@hotmail.com</a> 271 Covina Ave. • Suite # 3 • Long Beach, CA 90803</p>
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Their hard work and dedication is extraordinary. **Tim Brillhart and Elena Weber** are responsible for all of the artwork. Four months to a week prior to the event, help from generous volunteers come aboard, including **Steve Steiner, Bridget O'Leary, Chris, Hugh, Matt, and Jan van der Linden**. Ronnie Lyon, Jon Poutney, and Tim Mullen are **part of the fantastic Judging staff, and Charlie Bonadiman who puts the bikini contest** together is also on board.

Surfer Joe Industries® was established thirteen years ago in **1994**. Surfer Joe is resolute in his mission to make durable and lasting goods available to the surfer and to keep his focus on the individual. Rather than trying to jumpstart new trends, Surfer Joe has kept his work simple and straight forward and has never lost focus of this standard: "Providing quality that a surfer can count on is built on consistency and designed with simplicity." You will always recognize Surfer Joe's gear as being made to last. "We're not about mass-marketing. This is about excellence and timeless designs for the core surfer," Surfer Joe explains. Surfer Joe Industries® makes custom high end clothing and sells it in **Long Beach, Tokyo, Wilmington NC, and at Kanvas by Katin in Sunset Beach**.

For more information on Surfer Joe Industries® you can check out the website at [www.surferjoe.net](http://www.surferjoe.net) or you may contact Surfer Joe Industries® by phone at 562-592-4200, by email at [joe@surferjoe.net](mailto:joe@surferjoe.net) or by mail:

**Surfer Joe Industries®**  
**P.O. Box 1273**  
**Sunset Beach, CA 90742**

If you have any further questions please contact Surfer Joe at [Joe@surferjoe.net](mailto:Joe@surferjoe.net); 562-592-4200 or Carrie White at [carriewhite27@hotmail.com](mailto:carriewhite27@hotmail.com); 562.208.9610.

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