

## **::FOR IMMEDIATE RELEASE::**

### **Good weather and Sold Out crowd expected for the 2010 Watermans Applied Science Paddle for Humanity.**

*May 1, 2010 @ Doheny State Beach, CA*

Orange County, CA, April 26, 2010 – The weather report is calling for clear skies and warm weather for the 2<sup>nd</sup> annual Watermans Applied Science Paddle for Humanity, in support of SurfAid International. \$5400 in cash prizes and a large beach expo, demos and raffle are on tap for what is expected to be a sold out crowd.

A number of spots will be set aside for beach registration, but the event is expected to sell out. Beach registration begins at 6 AM, May 1<sup>st</sup> at Doheny State Beach. Pre-registration is on-line now at [www.surfaidinternational.org/paddle2010](http://www.surfaidinternational.org/paddle2010).

Paddlers can choose to participate in a 2-mile fun paddle dubbed the “Paddle for Humanity” or a 6-mile Elite race featuring \$5400 in cash prizes. “We have four \$1000USD checks for the top overall Stock and Unlimited finishers in both the Paddleboard and SUP divisions.” Says Watermans’ Pete Stirling. “More importantly, all event proceeds directly benefit SurfAid International.”

The 2010 event will also include a beach expo, demos and raffle featuring the latest and greatest from event sponsors: Watermans: Applied Science, Olukai, Surfshot.com, Surfline.com, Future Fins, Riviera Paddle Surf, Hobie Surfboards, Naish Hawaii, Infinity surfboards, Rogue SUP, Quickblade Paddles, Boardworks SUP, Sambazon, Honolua Surf Co., Mylocallineup.com, Sovereign Earth, Rapture Surf Camps, Coolies Surf, World Safaris and Primo Island Lager.

For event registration information visit <http://www.surfaidinternational.org/paddle2010>.

The Watermans Applied Science Paddle for Humanity is an official WPA event.

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#### **About SurfAid International**

The mission of SurfAid International, a non-profit humanitarian organization, is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing. For more information or to make a donation contact the SurfAid staff at 760.931.1199, visit [www.surfaidinternational.org](http://www.surfaidinternational.org) or e-mail [usa@surfaidinternational.org](mailto:usa@surfaidinternational.org)

#### **About Watermans: Applied Science**

WATERMANS Applied Science is dedicated to providing today's Watermen and women with the best, most effective and functional, high-performance sunscreen on the market. Made and Manufactured in California, USA. Visit [www.watermansappliedscience.com](http://www.watermansappliedscience.com) to learn more.

#### **About the Paddle for Humanity**

This year's event features a jog-a-thon style online platform with a round trip ticket to Indonesia and one weeks stay in Padang-Padang going to the top individual fundraiser. Show your support for SurfAid International by participating in the 2-mile fun paddle or battle it out with the big dogs in the 6-mile Elite race for \$5400 in cash. Also featuring the return of the Southern California Showdown, sponsored by Primo Island Lager. Visit [www.surfaidinternational.org/paddle2010](http://www.surfaidinternational.org/paddle2010) for more into and registration.