



QUICKSILVER NEWPORT BEACH SURF CHAMPIONSHIPS RETURNS TO ECHO BEACH, SEPTEMBER 25-26

'80's Inspired Weekend Also Includes The Quiksilver Echo Beach Challenge, Expression Sessions, 'Echo Beach' Documentary Screening, Parties and More!

Huntington Beach, Calif. (September 13, 2010) – Quiksilver today announced details for the 22nd Annual Quiksilver Newport Beach Surf Championships, presented by Jack's Surfboards. The competition, set for September 25-26, focuses on a commitment to local surfers, and hosts both groms and legends. Also included in the weekend's activities are the "Quiksilver Echo Beach Challenge," an invitational event pairing groms with top pros; and the "Expression Session" paying homage to the '80's era of surfing with prizes for "Best '80's Trick," "Flashiest Wetsuit" and "Most Colorful Surfboard." The weekend's events will conclude with a private party at Blue Beet featuring projections of "Echo Beach," a documentary on the famed surf spot by filmmakers Stefan Jeremias and Jeff Parker, followed by '80's cover band "Cover Me Badd and beats spun by LA DJ's *Trouble and Trifle*."

"The Echo Beach movement surfaced nearly 30 years ago, holding its first competitive event and securing a place in the fabric of surf history and culture," says Bob McKnight, Quiksilver CEO. "We are proud to host the Quiksilver Newport Beach Surf Championships and Echo Beach Challenge for a new generation of surfers at this historic surf spot."

The Quiksilver Newport Beach Surf Championships presented by Jack's Surfboards, will showcase the talents of next generation groms to master surfers with all amateurs invited to compete for local respect in seven age divisions. Quiksilver, Jack's Surfboards, Zinka and Oakley will offer prizes for 1st through 6th.

The Quiksilver Echo Beach Challenge will celebrate Echo Beach's early days in surf culture giving away over \$5,000 in cash and prizes. The unique invitation-only contest matches eight teams of two-men each: a grom and a pro. In keeping with the colorful '80's theme, several custom air-brushed twin fin surfboards will line the beach during the contest, and competitors will be required to switch from their own boards onto a pre-selected twin fin to earn at least one score during their heat. That score will be added to their top score and the team's total.

"The original Echo Beach Challenge was super influential on my peer group of aspiring professional surfers - the top surfers from around the world came to our home beach and it was our first chance to measure up with them in a unique competitive format," says Echo Beach documentary filmmaker Jeff Parker. "The idea of teaming a top pro with an up-and-comer was a great motivator for everyone to step up their game."

"With this film, we wanted to tap into the spirit and energy of that time," adds Parker's Echo Beach co-producer Stefan Jeremias. "The Echo Beach Challenge promises to be an extension of that."

This year's *Expression Session* will see a resurgence of '80's spirit and irreverence, featuring the "Original Echo Crew" including John Gothard, Richie Collins, Jeff Parker, Mark "Smerk" Mangan and Rich Knight showcasing their style and attitude with old school tricks, flashy wetsuits and tons of new wave colors.

The Quiksilver Echo Beach Challenge is for invited contestants only. The 22nd Annual Quiksilver City of Newport Beach Surf Championships is open to all and competing divisions include: Elementary (11 & under), Middle School (12-14), High School (15-18), Open Men's (19 & up), Masters (30 & up), Legends (40 & up), and Open Girls (all ages). The entry fee for all divisions is \$30 (add \$5 fee for non-residents). For more information or an entry form, contact the City of Newport Beach Recreation Services Department at (949) 644-3151. The deadline for all entries is **Thursday, Sept. 23, 2010**, however beach entries will be accepted if space is available.

For more information and updates please go to: http://blog.quiksilver.com/surf_blog/quiksilver-newport-beach-surf-championships-sept-25-26/



For more information regarding this event please contact the City of Newport Beach Recreation & Senior Services Department at (949) 644-3151.

About Quiksilver

Quiksilver is committed to providing tools for uncovering, expressing and expanding your personal style. Our aim is to foster the sense of individual expression and excitement - the stoke that is the essence of boardriding*. We're also here to spread the word because the only thing better than finding stoke is sharing it.

**Boardriding is about timing and style. It's youthful, active, casual, and free flowing. There is no wrong way to ride a board. The goal is simply to learn, progress, improve, and give it your own interpretation.*

About Jack's

Jack's Surfboards reached a milestone in 2007 celebrating its 50th year in business. Since 1957, Jack's has built a reputation as an icon in surf retail. It has been the place to go for surf fans around the world to find the newest surf products and clothing labels. Offering a huge selection of surfboards, wetsuits, skateboards, snowboards, apparel and accessories, Jack's is Orange County's premier surf shop.

About SURFER

In 1960, SURFER Magazine began as the original. After a long history of delivering provocative and insightful editorial features, revealing interviews and award winning state-of-the-art photography, SURFER remains the authoritative voice of the surfing world and thus earned the moniker "the bible of the sport." The SURFER brand has also grown to include Surfermag.com, Fantasy Surfer, The Hot 100, My SURFER Cover and a myriad of SURFER message boards. All of these assets combine to make the SURFER network the most current and reliable channel of information to the surf community. The magazine is published by Source Interlink's Action Sports Group (ASG), which reaches more than 2 million active sports enthusiasts through an integrated network of magazines, online properties, events and television programming.

Media Contacts:

Dawn Hamilton
KHPR for ASG
O: 310.923.0863
dhamilton@khpublicrelations.com

Monet Quick
Public Relations
Action Sports Group - Surfer Magazine
O: 949.325.6154 C: 949.370.7083
monet.quick@sorc.com

Kristi McKnight
Quiksilver PR
O: 714.889.7189
Kristi.Mcknight@quiksilver.com

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22nd Annual CITY OF NEWPORT BEACH SURF CHAMPIONSHIPS

September 25-26 2010
Recreational Divisions for Amateurs Only

Competitors must be of age
as of September 25, 2010

ENTRY FORM:

How to Enter:

Make check or money order payable to:
The City of Newport Beach Attn: Recreation Services Department
3300 Newport Blvd, Newport Beach CA 92663
or fax entry form with credit card information to (949) 644-3155

Entry Fee: \$30 NB Residents/\$35 Non-Residents

THE DEADLINE FOR ALL ENTRIES IS THURSDAY, SEPTEMBER 23, 2010

NOTE:

You can only pre-enter one division per person, a second division may be entered only on the day of the event if space is available

Amateur Divisions and Fees:

- | | |
|---|---|
| <input type="checkbox"/> Elementary (11 & under) \$30 | <input type="checkbox"/> Master's (30 & up) \$30 |
| <input type="checkbox"/> Middle school (12-14) \$30 | <input type="checkbox"/> Legends (40 & up) \$30 |
| <input type="checkbox"/> High school (15-18) \$30 | <input type="checkbox"/> Open Girls (All ages) \$30 |
| <input type="checkbox"/> Open Men's (19 & up) \$30 | *non-residents add: \$5 |

Name: _____ Date of Birth: _____

Address: _____ Sex: _____

City: _____ State: _____ Zip: _____ Apt#: _____

Telephone: () _____ email: _____

Photo Release I understand that from time to time City representatives may photograph activities of City recreation programs and participants. By signing this form, I authorize the City of Newport Beach to use or publish any photographs taken by the City showing my participation or my child/children's to promote classes on the City's internet web site, future publications of the Newport Navigator and/or flyers.

Waiver & Release of Liability In consideration of participation in the Program, I (We), the undersigned, recognize, agree and acknowledge as follows: [1] Participation in the Program is voluntary. [2] The participant is in good health, physically able to participate in the Program without restrictions and has no medical condition that would or may cause participation to be potentially hazardous to his or her health. [3] Failure to disclose a medical condition could terminate participation. [4] There is a real possibility that participant could be seriously injured while participating in the Program. [5] Participant assumes all risks associated with participation in the Program. Participant acknowledges the inherent and potential dangers of participating and expressly waives and voluntarily assumes all risk of personal injury or death which may be sustained while participating. I (We) **RECOGNIZE THAT THE REGISTRATION IN THE PROGRAM IS DANGEROUS AND CONTAINS RISK OF PERSONAL INJURY, DEATH, DISABILITY, PROPERTY DAMAGE OR LOSS ("DAMAGES")**. I ASSUME ANY AND ALL RISKS associated with me or my child's participation in the Program, including, but not limited to, strenuous physical activity or exertion; striking or being struck, by objects or persons; slipping and exposure to heat, cold or humidity. Such risk may result in injuries that include, but are not limited to, sprain, strain or tear of muscles or ligaments; fracture or dislocation of joints or bones; head or facial injuries; spinal cord or internal injuries. I know that the risks, hazards and dangers include, but are not limited to, falling, slipping, colliding with other users, staff or spectators. I understand that these risks, hazards and dangers are further increased when other persons, whether or not of the same level of experience, are present at the same time and/or using the same facilities. **ALL SUCH RISKS ARE KNOWN AND APPRECIATED BY ME**. I hereby, for myself, my child, heirs, or anyone who might claim on my or my child's behalf, agree not to bring any claim, and waive, release and forever discharge the City of Newport, the Newport-Mesa School District, and all of their officers, agents, and employees from any and all duty to me, my child and/or liability for damages arising out of or in the course of my/my child's participation in the Program, including all liability for any active or passive negligence by the City/Newport-Mesa School District and/or their officers, agents and employees. This release and waiver extends to all claims of every kind or nature whatsoever, foreseen or unforeseen, known or unknown. I waive and voluntarily assume all risk of personal injury which may be sustained while participating. The laws of the State of California shall govern this agreement. The undersigned, hereby acknowledged to be lawful parent(s) (and/or guardian(s)) of the participant, acknowledge(s) my/our qualifications to sign the Release on behalf of the participant.

Signed: (Parent/Guardian if under 18) _____

Signed: (contestant) _____

Credit Card Number: _____ Type: _____ Exp. Date: _____



For Information Regarding this Event:

The City of Newport Beach Recreation & Senior Services Department (949) 644-3151