



World Surfing Reserves



# **Santa Cruz**

## **World Surfing Reserve**

### **Media Kit**

**April 27th & 28th, 2012**

*Photo Courtesy of O'Neill.*



# **Santa Cruz** World Surfing Reserve

*Dedication Media Kit - April 27th & 28th*

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Images of Santa Cruz and the dedication ceremony available upon request.



# Santa Cruz World Surfing Reserve

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## At a Glance: Santa Cruz World Surfing Reserve

### ESTABLISHED WORLD SURFING RESERVES

Malibu, California (2010); Ericeira, Portugal (2011); Manly Beach, Australia (2012), Santa Cruz, California (2012)

### SANTA CRUZ WORLD SURFING RESERVE

The Reserve stretches approximately seven miles from Natural Bridges State Park in the City of Santa Cruz on the west end eastward along the city and county coast to Opal Cliffs, just east of Pleasure Point. It extends from the mean high tide line out 500 meters.

### COLD WATER DREAMLAND FOR WAVES

- At least 23 consistent surf breaks are sited along this coast, including the iconic breaks of Steamer Lane and Pleasure Point.
- Most are reef breaks or beach breaks with a few outstanding point breaks and almost all naturally break right within this zone.
- The breaks range from “expert” to “beginner” and are used by surfers throughout the year.

### SPECIAL ENVIRONMENTAL CHARACTERISTICS

- Coastal and marine life: invertebrates, fish, dolphins, porpoises, seals, sea lions, sea otters, blue shares, mako sharks, great white sharks, gray whales, blue whales, humpback whales, killer whales, etc.
- Habitat types: rocky reef, kelp forest, sandy beach, submarine canyon, estuary, etc.

### SURF HISTORY

- Santa Cruz proudly lays claim to being the location of the very first board surfing ever in North America, at the “Rivermouth” break in 1885.
- Santa Cruz played a pivotal role in the development of cold-water surfing with Jack O’Neill’s and others’ contributions to the wetsuit and surf leash.

### SANTA CRUZ WSR LOCAL STEWARDSHIP COUNCIL

- Jim Littlefield, West Coast Environmental Projects Director, Surfers’ Environmental Alliance
- Mark Stone, Santa Cruz County Supervisor, Vice Chair California Coastal Commission
- John Leopold, Santa Cruz County Supervisor
- Hilary Bryant, Vice Mayor of Santa Cruz
- Jane McKenzie, Past Chair Santa Cruz Longboard Union
- Dustin MacDonald, Current Chair, Santa Cruz Chapter of the Surfrider Foundation
- Dan Young, Santa Cruz Surf Club Preservation Society
- Brian Kilpatrick, O’Neill Wetsuits LLC

### SANTA CRUZ WSR AMBASSADORS

- Kyle Thiermann
- Sarah Gerhardt
- Robert “Wingnut” Weaver
- Jamilah Star
- Ken “Skindog” Collins



# Santa Cruz World Surfing Reserve

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## Schedule: Santa Cruz World Surfing Reserve Dedication

### FRIDAY, APRIL 27<sup>TH</sup>

#### **FUNDRAISER CELEBRATION – COCOANUT GROVE (400 Beach Street, Santa Cruz, CA 95060)**

**7pm:** Doors Open

**8pm:** Pleasure Point Brass Band

**9pm:** Evolution of the Wetsuit Fashion Show

**9:30pm:** Dan P. and the Bricks

### SATURDAY, APRIL 28<sup>TH</sup>

#### **MORNING PADDLE OUT – PLEASURE POINT (in partnership with the Big Stick Surfin' Association's Logjam!)**

**10am:** Blessing by Patrick Orozco, an Ohlone Native American Elder and Shaman

Special World Surfing Reserve Song by Ashley Lloyd

**10:30am - 11am:** Paddle out at the Point

#### **DEDICATION CEREMONY – STEAMER LANE**

**1pm – 2pm:** Official Dedication Ceremony at Steamer Lane

Ceremony to include:

- Music by Ashley Lloyd
- Keynote speakers:
  - Geoffrey Dunn, Master of Ceremonies
  - Don Lane, Mayor Santa Cruz
  - Adam Spickler, Representative for Assemblymember Bill Monning, 27th District
  - Kim Stoner, Santa Cruz Surfing Club Preservation Society
  - Fred Keeley, Leadership Chair, Sanctuary Exploration Center and Trustee, National Marine Sanctuary Foundation
  - Gary Griggs, Director, Institute of Marine Sciences, UCSC
  - Dean LaTourrette, Board President, Save The Waves Coalition; Executive Committee, World Surfing Reserves
- Introduction of the Santa Cruz Local Stewardship Council and Ambassadors
- Presentation of the City of Santa Cruz's World Surfing Reserve Proclamations
- Unveiling of the Santa Cruz World Surfing Reserve Booklet and the World Surfing Reserve Plaque

**2pm – 3pm:** Santa Cruz World Surfing Reserve Fair

- Mingling with local organizations and community groups
- Historic surfboards, wetsuits, and other artifacts on display thanks to the Santa Cruz Surfing Club Preservation Society



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## Quote Sheet: Santa Cruz World Surfing Reserve

### **Jack O'Neill, Founder, O'Neill Wetsuits**

"I can't think of a more deserving location than Santa Cruz. It's got so many amazing surf spots, a wonderful surf community, and it's just a beautiful stretch of coast. The World Surfing Reserve designation will be a great way to help preserve the area."

### **Dean LaTourette, Save The Waves Board President, WSR Executive Committee**

"Santa Cruz is a leader not only in the surfing world but also in maintaining a tremendous environmental legacy. Save The Waves and World Surfing Reserves is excited to honor this heritage and to work with the community to build increased layers of environmental protection."

### **Drew Kampion, Surf Writer, WSR Executive Committee**

"American surfing began in Santa Cruz before Hawaii was even a state. While token, in a sense, this initial fact foretold this moment – the enshrinement of this incredible city of surf from one end to the other, from the sanctuaries of Opal Cliffs all the way out to the western exposures of Natural Bridges. How perfect!"

### **Mark Stone, Santa Cruz County Supervisor, Vice Chair California Coastal Commission, WSR Local Stewardship Council Member**

"This designation of Santa Cruz as a World Surfing Reserve honors more than the world-class surf breaks that create some of the best surfing waves in the world; it celebrates our fantastic surfing heritage that spans more than a century and acknowledges that surfing is woven into the very fabric of this community. I'm proud to be a part of this celebration."

### **Hilary Bryant, Vice Mayor of Santa Cruz, WSR Local Stewardship Council Member**

"The establishment of the Santa Cruz World Surfing Reserve will formally recognize the close relationship between surfers and the ocean and promote the long-term preservation of our irreplaceable coastline for the benefit of the entire community. It also acknowledges how the sport of surfing, and Santa Cruz's exceptional surf breaks, are of undeniable value to our community's economy."

### **Robert "Wingnut" Weaver, Surfing Icon, WSR Santa Cruz Ambassador**

"This honor is perfect for Santa Cruz. We are ground zero for surfing on the mainland. No town deserves it more."

### **Mark Massara, Coastal Advocate, WSR Vision Council**

"The WSR program represents work over many years by dozens of influential entrepreneurs and environmentalists around the world, and signifies an effort to insure protection in perpetuity for those special places that past surfers revered and present day riders dream of visiting."



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**Pat O'Neill, President and CEO, O'Neill Wetsuits**

"The Santa Cruz World Surfing Reserve implicitly underscores the importance of our waves and coastline, and provides additional worldwide recognition to what we have long known and cherished - that Santa Cruz is a unique special place worth protecting for our families and future generations."

**Jim Littlefield, West Coast Program Director, Surfer's Environmental Alliance, Chair, WSR Santa Cruz Local Stewardship Council**

"I'm honored to represent the Santa Cruz World Surfing Reserve at the local level, because this is really about surfbreak protection and coastal preservation, both strong values held by our coastal communities. I believe the World Surfing Reserve concept is an excellent tool for surfbreak protection around the world, and I think Santa Cruz can serve as a model for other communities to learn from."

**Jane McKenzie, Past Chair Santa Cruz Longboard Union, WSR Local Stewardship Council Member**

"As our awareness grows of local and global issues affecting our ocean's health, I could not sit on the sidelines and simply watch. Through this effort, we will enlist many groups to work together, and we will educate the next generation in order to protect our coastline in perpetuity. We truly only have one ocean."

**Brian Kilpatrick, Director of Marketing Communications, O'Neill Wetsuits, WSR Local Stewardship Council Member**

"Being a part of the Local Stewardship Council for Santa Cruz is a constant reminder of how much the surf community cares about our waves and each other. We live in a beautiful sanctuary of epic proportion that happens to be the birthplace of modern cold-water surfing. Helping to protect it is an honor and a privilege."

**Sarah Gerhardt, Big-Wave Rider, WSR Santa Cruz Ambassador**

"Santa Cruz is a gem on the California Coast. The waves are fun at all sizes with variety of wave types, from easy sand bottom breaks to challenging rocky reef breaks. The waves in Santa Cruz provide enjoyment to thousands of people, of all skill levels, who live near and far, but they can be threatened by development and pollution. That's why it's crucial to remain vigilant about the protection of Santa Cruz's surfing assets."

**Kelly Slater, 11-Time World Surfing Champion, WSR Ambassador**

"Any time we have a chance to officially preserve a beach or specific surf break, I'm all for it. World Surfing Reserves is setting the bar high and far-reaching by covering the globe with the next group of beaches to be protected. I look forward to the dedications and future protection those beaches – as well as many others – will see."



# Santa Cruz World Surfing Reserve

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**PRESS RELEASE #1 - April 25<sup>th</sup>, 2012**



One of Santa Cruz's many cold-water dream waves. Natural Bridges. Photo: Will Henry

## **Santa Cruz to Join Iconic Global Sites as the Fourth World Surfing Reserve**

*Much Anticipated Dedication Ceremony to be Held Saturday, April 28th*

Santa Cruz, CA, USA – Santa Cruz, California will be officially dedicated as a World Surfing Reserve this Saturday in a series of beachfront celebrations and ceremonies. The heralded Santa Cruz surf zone joins just three other sites to claim such status—Malibu in California, Ericeira in Portugal, and Manly Beach in Australia. The dedication ceremony will officially establish the Santa Cruz World Surfing Reserve, covering approximately seven miles of surf-rich, environmentally diverse coastline.

Santa Cruz received its approval as a World Surfing Reserve in February 2011. Its application ranked highly on all World Surfing Reserve criteria: wave quality and consistency, unique environmental characteristics, surf culture and history, and community support. More than 23 surf spots dot the region's coastline, with a handful of iconic locations such as Steamer Lane and Pleasure Point. The cold-water marine environment not only provides a playground for surfers, but also provides habitat for one of the most robust coastal and marine ecosystems on the planet. Santa Cruz's importance in the history of surfing is undeniable, as it was the birthplace of surfing on the North American continent and played a pivotal role in the creation and development of the surfing wetsuit, which opened up surfing to new regions around the world.

"I can't think of a more deserving location than Santa Cruz," said the city's most notable icon, Jack O'Neill, who invented the surfing wetsuit so he and his friends could surf the frigid waters of Northern California back in the '50s and '60s. "It's got so many amazing surf spots, a wonderful surf community, and it's just a beautiful stretch of coast. The World Surfing Reserve designation will be a great way to help preserve the area."

An evening fundraiser celebration will kick off the dedication events on Friday, April 27<sup>th</sup> at the Coconut Grove, which will feature live music, as well as an "Evolution of the Wetsuit" fashion show, among other entertainment. On Saturday April 28<sup>th</sup> a morning ceremony at Pleasure Point will begin at 10am with a Native American blessing followed by a mass paddle out to celebrate the Reserve and pledge a commitment the conservation of Santa Cruz's coast and ocean. On Saturday afternoon, a ceremony will be held at Steamer Lane beginning at 1pm, which will include the introduction of the Santa Cruz Local



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Stewardship Council and Ambassadors, the unveiling of the Santa Cruz World Surfing Reserve booklet and plaque, and more.

"Surfing is a key part of our culture and lifestyle in Santa Cruz," said Jim Littlefield, Chair of the Local Stewardship Council, the group that will oversee the Reserve. "We have a long-standing reputation as a place with excellent waves and leading surfers, a vibrant and innovative surf culture, a legally-protected marine environment, and a strong community identity with surfing, all translating into solid community support for the Santa Cruz World Surfing Reserve."

At the afternoon event, the members of the Local Stewardship Council will sign a plan that has been drafted to guide the management of the newly established Reserve. The plan will include how the group will address coastal threats that may face Santa Cruz, how they will continue to educate others about the tremendous value of surfing resources, and how they will continue and build stewardship for the area.

"The establishment of the Santa Cruz World Surfing Reserve will formally recognize the close relationship between surfers and the ocean and promote the long-term preservation of our irreplaceable coastline for the benefit of the entire community," said Hilary Bryant, Vice Mayor of Santa Cruz and Local Stewardship Council member. "It also acknowledges how the sport of surfing, and Santa Cruz's exceptional surf breaks, are of undeniable value to our community's economy."

Tickets for the evening celebration on Friday are available online at [worldsurfingreserves.org](http://worldsurfingreserves.org). All of Saturday's festivities are free and open to the public. Residents and visitors are cordially invited to attend this historic occasion.

## **About World Surfing Reserves**

World Surfing Reserves (WSR) proactively identifies, designates, and preserves outstanding waves, surf zones and their surrounding environments, around the world. WSR is an initiative launched by Save The Waves Coalition in 2009 in conjunction with National Surfing Reserves Australia and other partners.

## **For more information:**

[www.worldsurfingreserves.org](http://www.worldsurfingreserves.org)

[www.savethewaves.org](http://www.savethewaves.org)





# Santa Cruz World Surfing Reserve

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**PRESS RELEASE #2 - December 12<sup>th</sup>, 2011**



The coastline along Santa Cruz's iconic Pleasure Point. Photo: Will Henry

## **World Surfing Reserves Announces Dedication Ceremony in Santa Cruz**

*Santa Cruz World Surfing Reserve Dedication Set for April 28<sup>th</sup>*

Santa Cruz, CA, USA – World Surfing Reserves announced today that the dedication ceremony for the Santa Cruz, California, World Surfing Reserve will be on April 28<sup>th</sup>. The ceremony will officially establish the Santa Cruz coastline as a World Surfing Reserve, joining other iconic surfing locations to be so enshrined including Malibu, California and Ericeira, Portugal.

The Santa Cruz zone was approved in February 2011 as an official World Surfing Reserve. The Santa Cruz Reserve, approximately 11 km (7 miles) of coast extending from Natural Bridges on the western end to Opal Cliffs just east of Pleasure Point, is a stretch of cold-water dream waves along a breathtaking coastline that boasts one of the most robust coastal and marine ecosystems on the planet. The region is characterized by a unique surf culture with a deep-rooted history of surfing including credit as the birthplace of surfing in North America. The zone is best known for the iconic spots at Steamer Lane and Pleasure Point, both world-renowned righthand pointbreaks.

“Throughout the world Santa Cruz is synonymous with cold-water surfing and known for its progressive environmental ethos,” said Dean LaTourrette, Executive Director of Save The Waves Coalition and World Surfing Reserves Executive Committee Member. “Its dedication as the third World Surfing Reserve will help focus environmental protection of the surf zone locally as well as serve as a global model for stewardship of coastal regions.”

World Surfing Reserves is also pleased to announce the formation of the Local Stewardship Council for the Santa Cruz World Surfing Reserve. This group, including community activists, environmentalists, elected officials, and surf industry representatives, will create a Local Stewardship Plan and will work to oversee the management of the Santa Cruz Reserve. Jim Littlefield, who serves as the West Coast Environmental Projects Director for Surfers' Environmental Alliance, will chair the Santa Cruz Local Stewardship Council. Additionally the council will include Mark Stone, John Leopold, Hilary Bryant, Jane McKenzie, Dustin MacDonald, Dan Young, and Brian Kilpatrick.



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"Santa Cruz is the documented birthplace of surfing on the North American continent and surfing and surf culture are key elements of our communities' public image," said Jim Littlefield. "I'm pleased to represent the reserve through the Local Stewardship Council - this is a true global honor for Santa Cruz."

In addition to the Local Stewards, an array of high profile surfers will serve as Ambassadors for the Santa Cruz World Surfing Reserve including Kyle Thiermann, Sarah Gerhardt, Robert "Wingnut" Weaver, Jamilah Star, and Ken "Skindog" Collins. These ambassadors have been selected for their contributions to the sport of surfing, the Santa Cruz community, and the coastal environment. They will help to promote the long-term conservation of the Santa Cruz World Surfing Reserve.

"What better spot than Santa Cruz for a World Surfing Reserve?" remarked Skindog. "This place has it all, and I'm stoked to see it get the recognition it deserves."

For Santa Cruz's enshrinement, an evening celebration event will be held on April 27<sup>th</sup> and the formal ceremony will take place on April 28<sup>th</sup>. Further details of the Santa Cruz World Surfing Reserve Dedication Ceremony will be announced in the coming months.

Also stayed tuned for news on the approved Many Beach World Surfing Reserve in Australia, which will be officially dedicated in the first half of the year in 2012.

## **About World Surfing Reserves**

World Surfing Reserves (WSR) proactively identifies, designates, and preserves outstanding waves, surf zones and their surrounding environments, around the world. WSR is an initiative launched by Save The Waves Coalition in 2009 in conjunction with National Surfing Reserves Australia and other partners.

## **For more information:**

[www.worldsurfingreserves.org](http://www.worldsurfingreserves.org)

[www.savethewaves.org](http://www.savethewaves.org)

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# WORLD SURFING RESERVES

## Protecting Our Coastal Heritage For Future Generations

“Why not have surf breaks, famous, great breaks like Jeffrey’s Bay, Rincon and Malibu as UNESCO World Heritage Sites so that the whole world sees their value and wants to protect them?”

~Yvon Chouinard, Patagonia founder & Save The Waves supporter

### Mission

World Surfing Reserves proactively identifies, designates and preserves outstanding waves, surf zones and their surrounding environments around the world. The program serves as a global model for preserving wave breaks and their surrounding areas by recognizing the positive environmental, social, cultural and economic benefits of waves.

### Background

Save The Waves Coalition, along with key partners National Surfing Reserves (NSR) Australia and the International Surfing Association (ISA), launched World Surfing Reserves in 2009, and began implementing the global program’s first enshrinements in 2010. The initiative creates a model to educate the world on the tremendous universal value of these special places, and provide tools to help local communities better protect cherished surf breaks.

### How World Surfing Reserves Works

The program is broken down into four main phases: the nomination process, the approval process, enshrinements, and ongoing management plans, and is managed by three governing bodies: the Vision Council, the Executive Committee, and the Field Team. (please see side bar for more information)

WSR Criteria, Scoring & Enshrinement: Site nominations are accepted annually and are evaluated by the Vision Council based on four criteria: 1) Quality and Consistency of the Wave or Surf Zone; 2) Unique Environmental Characteristics of the Area; 3) Surf Culture and History; and 4) Community Support. The Vision Council scores and creates the initial list of WSR-eligible sites, and then enshrinements are prioritized by the Field Team with guidance from the Vision Council.

### The Result

An ongoing, global network of surfing reserves will be created and managed, and will be recognized by the international surfing and environmental communities, in partnership with local communities. World Surfing Reserves unites the global surfing tribe to protect the world’s most sacred surf spots, and in turn, supports local communities to protect their own cherished waves.

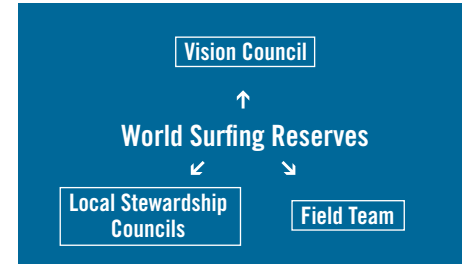
### Questions or Comments, Please Contact

**Environmental & Program Director: Katie Westfall**  
email: [katie@savethewaves.org](mailto:katie@savethewaves.org) / office: (831) 426-6169

### More Information

<http://www.worldsurfingreserves.org>  
<http://www.savethewaves.org>

### World Surfing Reserves Structure



#### VISION COUNCIL

Fernando Aguerre, Will Henry, Jim Moriarity, Len Materman, Paul Shanks, Tony Butt, Terry Gibson, Steve Hawk, Chad Nelsen, Wallace J. Nichols, Chris LaFrankie, Mark Massara, Neil Lazarow, Miles Walsh, João De Macedo, Stéphane Labague, Michael Blum, Serge Dedina, Pedro Bicudo, Hugo Tagholm, Hiromi Matsubara

#### EXECUTIVE COMMITTEE

Brad Farmer, Professor Andy Short, Greg Benoit, Drew Kampion, Dean LaTourrette

#### FIELD TEAM

Save The Waves staff plus World Surfing Reserve program partners

### World Surfing Reserves Process

#### STEP 1

Surfing Federations, NGOs and communities nominate waves and surf zones



#### STEP 2

Vision Council analyzes submissions and votes on the approval of WSR applications



#### STEP 3

Field Team with guidance from the Vision Council prioritizes enshrinements of the approved WSRs



#### STEP 4

Field Team + local community implement WSR enshrinements and ongoing management plans



# World Surfing Reserves

## **WORLD SURFING RESERVES Frequently Asked Questions (FAQs)**

*"Why not have surf breaks, famous, great breaks like Jeffrey's Bay, Rincon and Malibu as UNESCO World Heritage Sites so that the whole world sees their value and wants to protect them?" ~Yvon Chouinard*

### What is World Surfing Reserves?

World Surfing Reserves (WSR) proactively identifies, designates and preserves outstanding waves, surf zones and their surrounding environments around the world. The program will create a global network of designated surfing reserves that are internationally and regionally recognized. The initiative depends on the coordination and partnership of the global surf and environmental communities working with local communities to select and enshrine the sites that best exemplify WSR criteria.

### What are the WSR criteria?

WSR eligible waves and surf zones are evaluated and chosen based on the following criteria: 1) Quality and consistency of the wave or surf zone; 2) Environmental characteristics of the area; 3) Surf culture and history of the area; 4) Local community support.

### How does the program work?

There are four main phases of the WSR program: 1) Nomination, where sites from around the world are nominated and a comprehensive application is completed and submitted by a local community group; 2) Selection, when the nominated sites are evaluated by a global body of experts, and approved WSR sites are chosen and announced publicly; 3) Enshrinement, when the approved sites are prioritized and officially enshrined as World Surfing Reserves; and 4) Post-Enshrinement Management, which includes the implementation of a WSR Local Stewardship Plan, as well as the ongoing management of the reserve by the local community. These phases repeat themselves on an annual basis, so every year represents a new opportunity for a site to ultimately be nominated, selected, and enshrined.

### How are the actual sites selected?

After sites are nominated from around the world and applications submitted, they are scored based on the WSR criteria: 1) Quality and consistency of the wave or surf zone; 2) Environmental characteristics of the area; 3) Surf culture and history of the area; 4) Local community support.

### How many World Surfing Reserve sites have been approved?

Malibu, California was dedicated as the first World Surfing Reserve in October 2010, and Ericeira, Portugal was dedicated as the second in October 2011. The Manly and Freshwater World Surfing Reserve in Australia was formally dedicated in March 2012, and a surf zone in Santa Cruz in Northern California will be officially dedicated in April 2012.



# World Surfing Reserves

## What actually makes up a World Surfing Reserve? Is it just the surf break, or is there more to it than that?

The actual boundaries of a World Surfing Reserve will vary depending on location, but in general will include a specific wave break or series of wave breaks (a “surf zone”), in addition to its surrounding environment. This includes the surf break itself, plus what we call the near-shore environment, as well as a defined area of coastal land surrounding the break.

## What are some of the key references and inspirations for the WSR program?

- 1) United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Sites program was one of the original inspirations for the program. While the WSR program utilizes some aspects of the World Heritage Sites model, it combines this with more of a community-based, grassroots approach at the local level.
- 2) National Surfing Reserves – Australia (NSR) is another pioneering program that the WSR initiative has modeled portions of the program after. NSR has created a blueprint for national surfing reserves in Australia. This knowledge has been very useful for establishing WSR processes and criteria.
- 3) Save The Waves’ “Surfonomics” program is a critical tool to understand and measure the value of potentially enshrined locations. These studies help local policy makers make positive conservation decisions around coastal protection, and also help support the justification for creating a World Surfing Reserve in the first place.

## How is the program governed? Who manages it?

World Surfing Reserves was founded by Save The Waves Coalition, in conjunction with NSR Australia. It also incorporates other key partnerships including with the International Surfing Association (ISA) to be able to work with all the surfing federations around the world, as well as the Center for Responsible Travel (CREST) at Stanford, a nonprofit dedicated to responsible travel practices around the world.

Beyond that, the program is governed and managed by several bodies: the Vision Council, Executive Committee, and Field Team. The Vision Council is a global group of thought leaders from the surfing, environmental, scientific, media and business communities, charged with the overall vision and guidance of the program. The Executive Committee is a subset of the Vision Council whose charter is to lead the program and make key decisions. The Field Team is made up of STW staff as well as partner organization staff, and is responsible for administering and managing the program on a day-to-day basis. In addition, each WSR site develops and maintains a Local Stewardship Council (WSR), which is responsible for locally representing and managing the reserve on an ongoing basis.

## How did the WSR program come to life?

The program was officially launched in December 2008 at the Value of Waves Roundtable in Half Moon Bay, California, hosted by Save The Waves, which brought together visionary surfers, scientists and environmentalists to discuss the creation and management of the initiative. Save The Waves, along with key partners such as National



# World Surfing Reserves

Surfing Reserves (NSR) Australia and the International Surfing Association (ISA), began implementing the program in 2009.

## How is the program funded?

The program is currently funded by Save The Waves, with additional funding being explored from a variety of sources at the regional, national and international level. It's anticipated that program funding will eventually consist of a combination of sources including Save The Waves, program partners, as well as local communities interested in implementing WSR sites.

## What is the strategic goal of this program?

To create and manage an ongoing, global network of surfing reserves that are recognized by the international surfing and environmental communities, as well as the general public. This network of reserves seeks to add an additional layer of protection for the areas, build stewardship capacity at the local level, as well as broadly educate the public about the value of these special places. World Surfing Reserves, in partnership with local communities, unites the global surfing and environmental tribes to protect the world's most sacred surf zones, and in turn inspires, organizes, and builds the capacity of these local communities to continue to protect their own cherished waves.

As the program continues to gain momentum and recognition, it will serve as a significant environmental and cultural force to protect surf spots and surfing coastline around the world.