

SATURDAY JUNE 8, 2013

7:30 AM - 4:30PM

SANTA MONICA PIER
*Paddleboard
Race*
AND OCEAN FESTIVAL



presented by

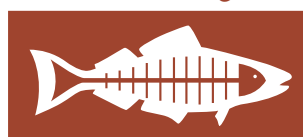


Tommy Bahama[®]

2013 EVENT GUIDE

PADDLEBOARD & DORY RACES • 1-MILE OCEAN SWIM • YOUTH BEACH & WATER EVENTS
POP-UP MUSEUM OF VINTAGE SURF & BEACH CULTURE • LIVE MUSIC & HULA DANCES
RUM AND BEER GARDEN • BOARD & GEAR EXPO

benefitting



Heal the Bay

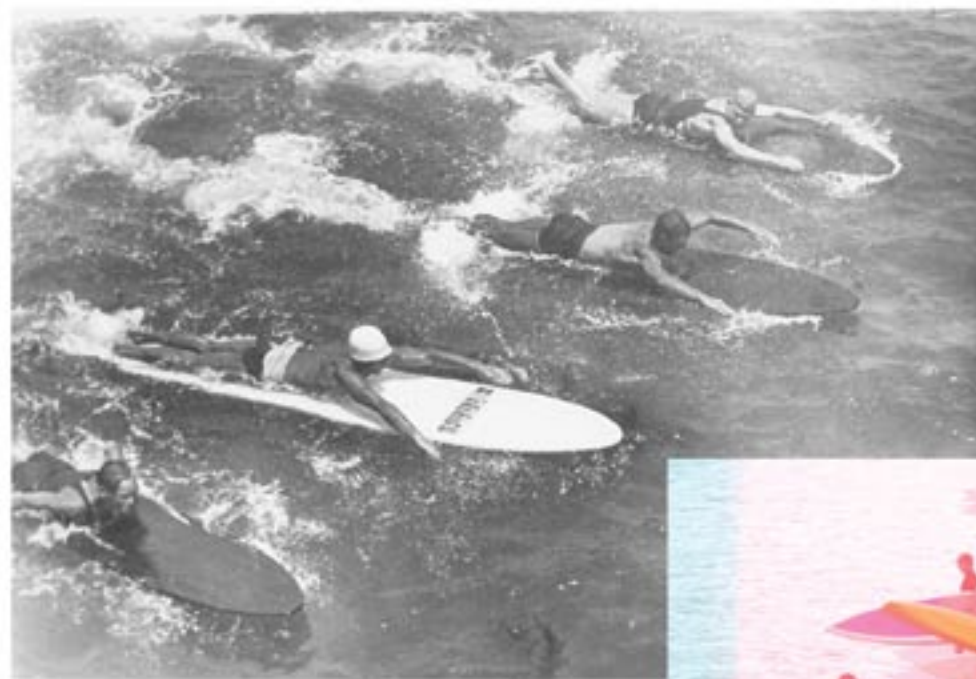
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www.PierPaddle.com



WELCOME BACK

TO THE BIRTHPLACE OF
BEACH CULTURE



The Santa Monica Pier Paddleboard Race & Ocean Festival presented by Tommy Bahama celebrates the fun, challenges and history of ocean sports in Santa Monica. Catch paddleboard races, ocean swims, lifeguard dory boat competitions, youth activities and a full day of entertainment and education at the Santa Monica Pier.

Enjoy our "Museum for a Day" featuring a one-of-a-kind exhibition of historic surfboards, paddleboards, lifeguard equipment and skateboards. Meet surfing legends & authors of surf history.

Hula dance groups and live musicians will perform from the stage while spectators enjoy the races, museum and a large expo of paddleboards, accessories and souvenirs.

Santa Monica's own Heal The Bay will receive a portion of net proceeds from the event. Heal the Bay will provide beach and ocean stewardship education to children and adults as well as offer up educational contests throughout the day.

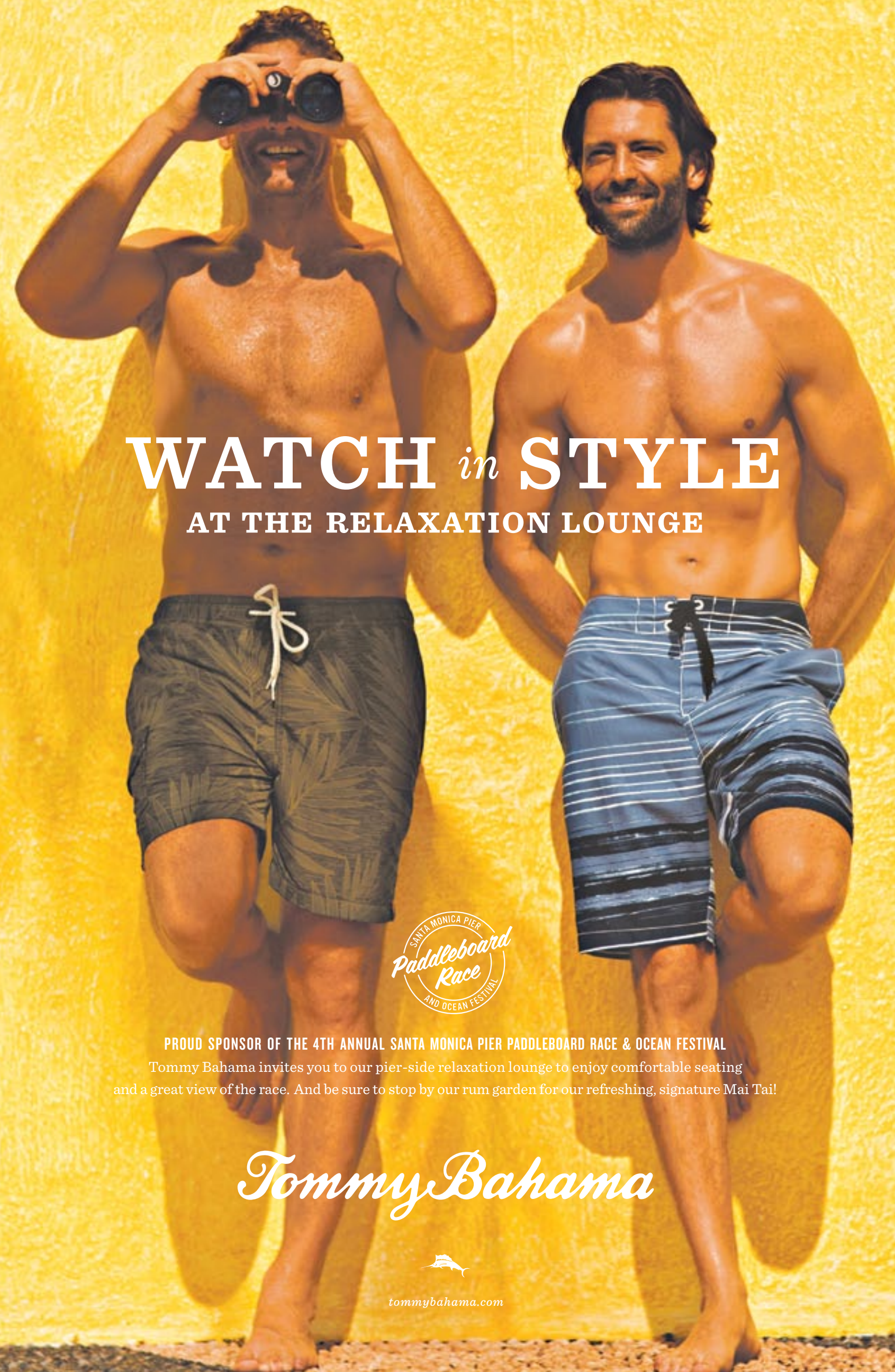
Now one of the fastest growing sports in the county, paddleboarding's roots date back to the historic paddleboard races that took place right here at the Santa Monica Pier from the 1930s to the 1950s.

Come cheer on the hundreds of waterman and women who are competing or just enjoy a rum drink in the Tommy Bahama lounge or a beer in the Sierra Nevada beer garden. It's the best day of the year at the Santa Monica Pier.

Presented by Tommy Bahama, other major partners include Sierra Nevada, Honest Tea, Quickblade Paddles, SUP America Tour Presented By Natural Vines, Suplove, Clif Bar, Shore Hotel, KIIS-FM and 98.7 FM.

Special thanks to ZJ Boarding House, Pacific Park on the Santa Monica Pier, City TV, Santa Monica Daily Press, World Paddle Association, ProSUPshop, National Doryman's Association and Santa Monica Convention & Visitors Bureau.

Check our website for more information: www.pierpaddle.com.



WATCH *in* STYLE

AT THE RELAXATION LOUNGE



PROUD SPONSOR OF THE 4TH ANNUAL SANTA MONICA PIER PADDLEBOARD RACE & OCEAN FESTIVAL

Tommy Bahama invites you to our pier-side relaxation lounge to enjoy comfortable seating and a great view of the race. And be sure to stop by our rum garden for our refreshing, signature Mai Tai!

Tommy Bahama



tommybahama.com



THE HISTORY OF PADDLEBOARD RACING

AT THE SANTA MONICA PIER



1920's

Paddleboarding becomes an official part of Santa Monica history when the Lifeguard Service adopts the wooden paddleboard as part of their lifesaving equipment. It is quickly adapted to recreational use by ocean enthusiasts.

1930's

Legendary watermen Tom Blake and Pete Peterson begin crafting their own paddle boards. In 1932, the two of them along with fellow waterman Wally Burton paddle 27 miles from Santa Monica to Catalina Island on custom made paddleboards.

1934

The first official Santa Monica paddleboard race is organized inside the confines of the newly christened Santa Monica Yacht Harbor next to the Pier.

1936

On February 23, the Catalina to Santa Monica Relay Race makes headlines as a premiere team paddleboarding event ending at the Pier. The race becomes an annual event.

1941

On July 20, The first all-women paddleboard program is staged at Pier, hosted by Santa Monica's own Hui Maiokiiki paddleboard club.



KEEP OUR RIVERS WILD

Sierra Nevada is committed to keeping the most inspiring places in America pristine, wild, and free.

Savor the summer months with Sierra Nevada as we donate locally to our non-profit partner, Western Rivers Conservancy. Visit www.SaveWildRivers.com to find your local river preservation organization.

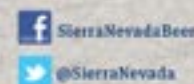


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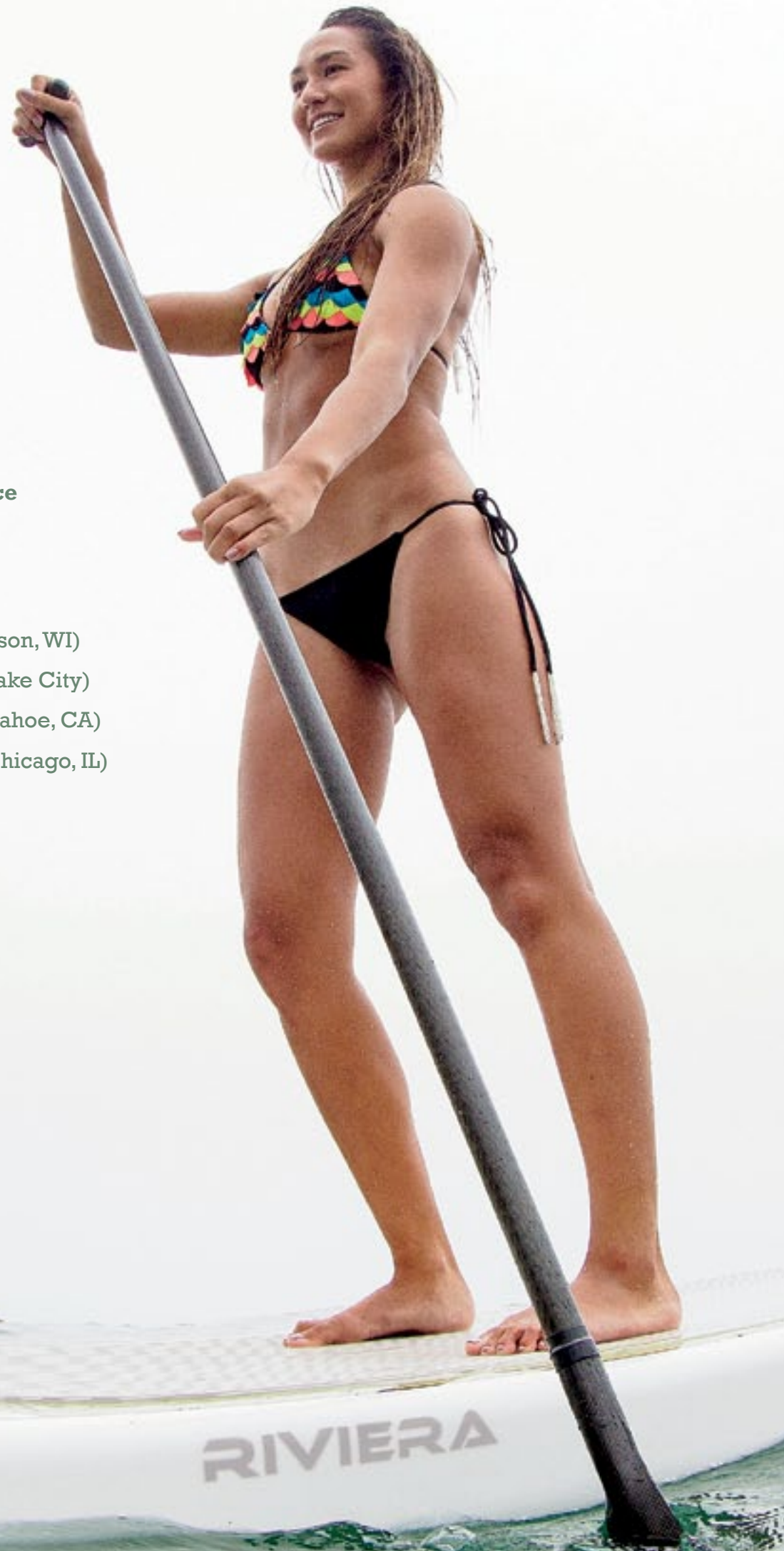
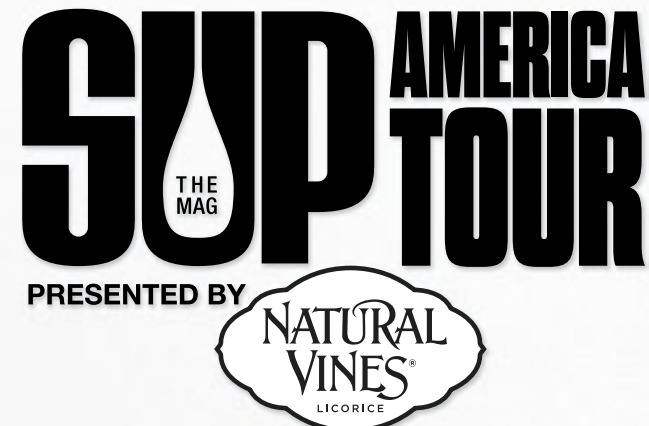


Sierra Nevada Beer
@SierraNevada



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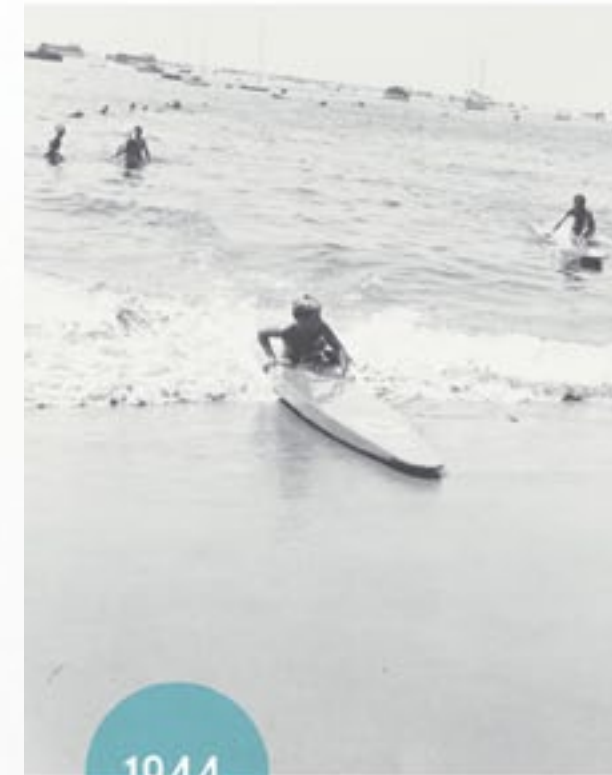
Taking the Paddle to the People



STARTS LOCATION

- June 8 **Santa Monica Pier Paddleboard Race & Ocean Festival** (Los Angeles)
- June 29 **Rockaway Beach** (New York City)
- July 6 **Ohio pyle** (Pittsburgh, PA)
- July 13 **Midwest Standup Paddle Fest** (Madison, WI)
- July 31 **Outdoor Retailer Trade Show** (Salt Lake City)
- Aug. 10 **Ta-Hoe Nalu Paddle Festival** (Lake Tahoe, CA)
- Aug. 24 **SUWS Chicago Paddle Challenge** (Chicago, IL)
- Sep. 26 **SUP Awards** (San Clemente, CA)
- Sep. 28 **Battle of the Paddle** (Dana Point, CA)

For More Information:
SUPAmericaTour.com



1944

The Pier hosts the Pacific Coast Paddleboard Championships. Olympic swimming gold medalist Johnny Weissmuller enlisted to entertain the crowd between races.



1949

The first annual Preston Peterson Perpetual Trophy race is held to promote youth paddleboard racing



1950

The popularity of paddleboard racing subsides, coinciding with the hysteria surrounding southern California's newest water sports craze – competitive surfing.



2000's

Standup paddleboarding (SUP), technically practiced since the 1960's, suddenly erupts in popularity throughout the United States.



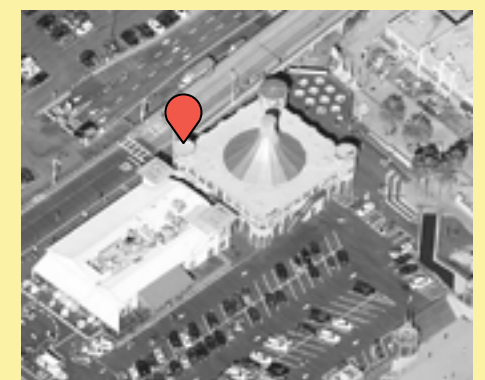
2010

Santa Monica Pier introduces the First Annual Santa Monica Pier Paddleboard Race & Ocean Festival, returning the sport to its original roots. The event becomes one of the Pier's most popular events.



WANNA SEE MORE?

Stop by the new Pier Shop at the carousel building for historic lifeguard and Dogtown displays.





NICK GABALDON

A SOCAL SURFING PIONEER

By Alison Rose Jefferson



Suplove

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Surfing aficionados credit Nick Gabaldon as California's first documented surfer of African and Mexican American descent. A skilled recreational surfer, his legacy has inspired many, especially surfers of color. Born Nicolas Rolando "Nick" Gabaldon, Jr. in Los Angeles, California to parents, Cecilia and Nicolas Gabaldon Sr., he grew up in Santa Monica.

A 1945 Santa Monica High School graduate, Gabaldon was one of the few African American students matriculating at the school during this era. He served in the United States Navy from 1945-1946. Upon returning home, he emerged as an honor student and writer at Santa Monica College and worked as a U.S. Postal Service Letter Carrier.

As a teenager Gabaldon began surfing at Santa Monica's Bay Street beach. Anglos referencing the skin color of the beach-goers who visited the area derogatorily called this beach, the "Inkwell". He and other African Americans in Southern California, however, transformed the hateful moniker into a badge of pride.

A handsome, athletic and well-liked young man, he taught himself to surf using the 13-foot rescue surfboard of a white lifeguard he befriended at the Inkwell. He honed and challenged his surfing skills 12 miles north at the famed, Malibu Beach. To get there and back, he paddled those full 12 miles.

Although he experienced a common bond in the water among the surfing community, prejudice was not far away on land or in the ocean. He was

called derogatory names by some white beachgoers but rarely by fellow surfers. Nonetheless he exhibited the courage and dedication to be a participant in this particular sport heretofore associated mainly with white Southern Californians and the people of the South Pacific.

Gabaldon died in a surfing accident at the Malibu Pier in 1951 at age 24. Although little is known about the details of his life, it is his passion, athleticism, discipline, and love and respect for the ocean that live on as the quintessential qualities of the California surfer. His legacy offers an empowering story of the pursuit of freedom and of self-fulfillment.

In 2008, the City of Santa Monica officially recognized surfer Nick Gabaldon and the "Inkwell," with a landmark monument at Bay Street and Oceanfront Walk. In recent years the Black Surfers Collective have joined other groups for a beach celebration honoring those who have come before us on Nick Gabaldon Day, the first Saturday of June.

Alison Rose Jefferson was a consultant on the Nick Gabaldon Day, June 1, 2013 event. She is a featured historian in the documentary films about African American surfers, "White Wash" and "12 Miles North: The Nick Gabaldon Story." Her website, "Celebrating the California Dream: A Look at Forgotten Stories" is at www.alisonrosejefferson.com. This article incorporates an encyclopedia entry about Nick Gabaldon co-written by Jefferson and Rick Blocker published at www.BlackPast.org, an online reference guide to African American history.



Order your Suplove board at the event and get a free paddle & home delivery!





QUICKBLADE

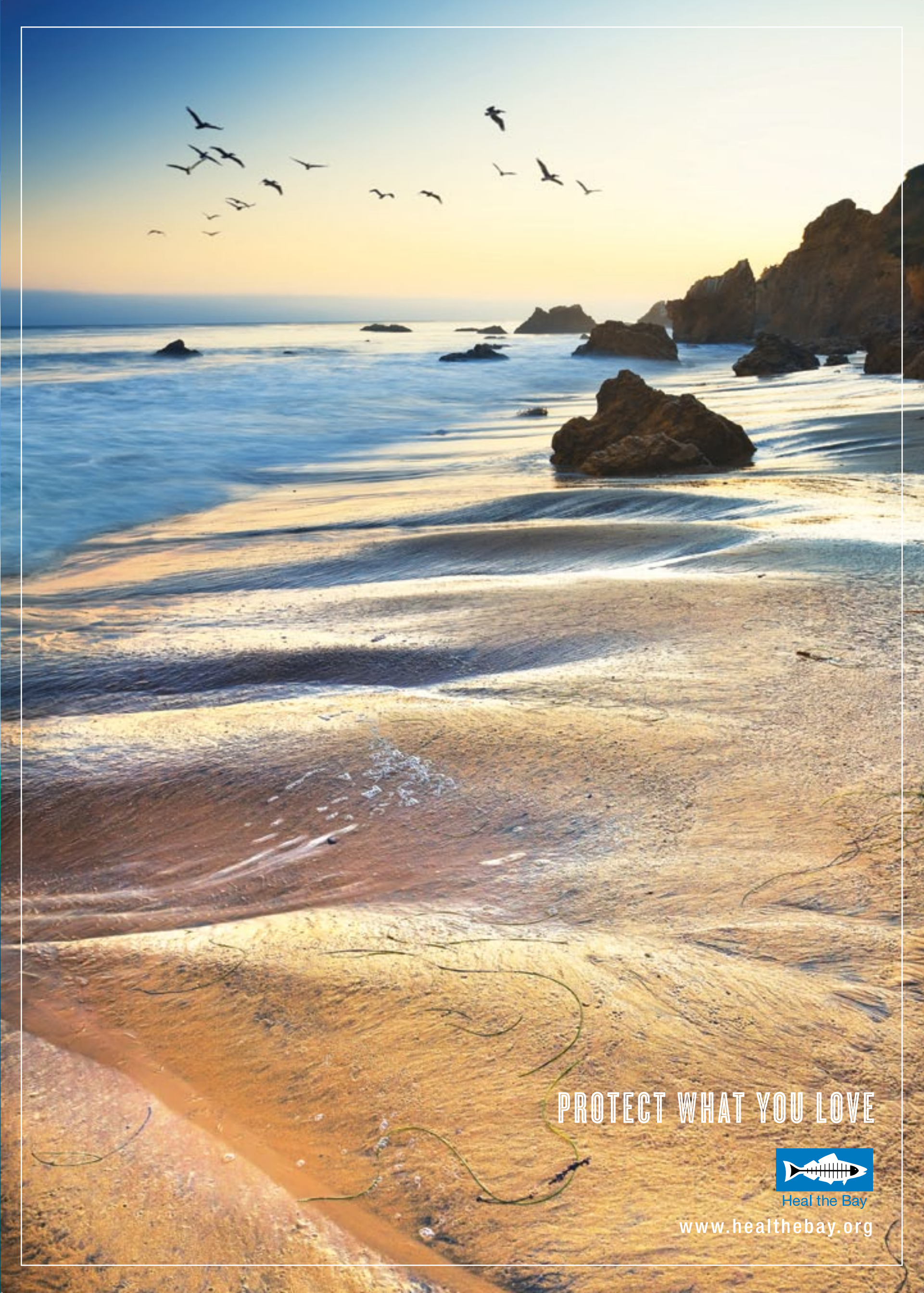
you know that grossed-out feeling you get when you go to use a piece of equipment at the gym, and it's covered with someone else's sweat? I don't.

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Photo: photorussi.com

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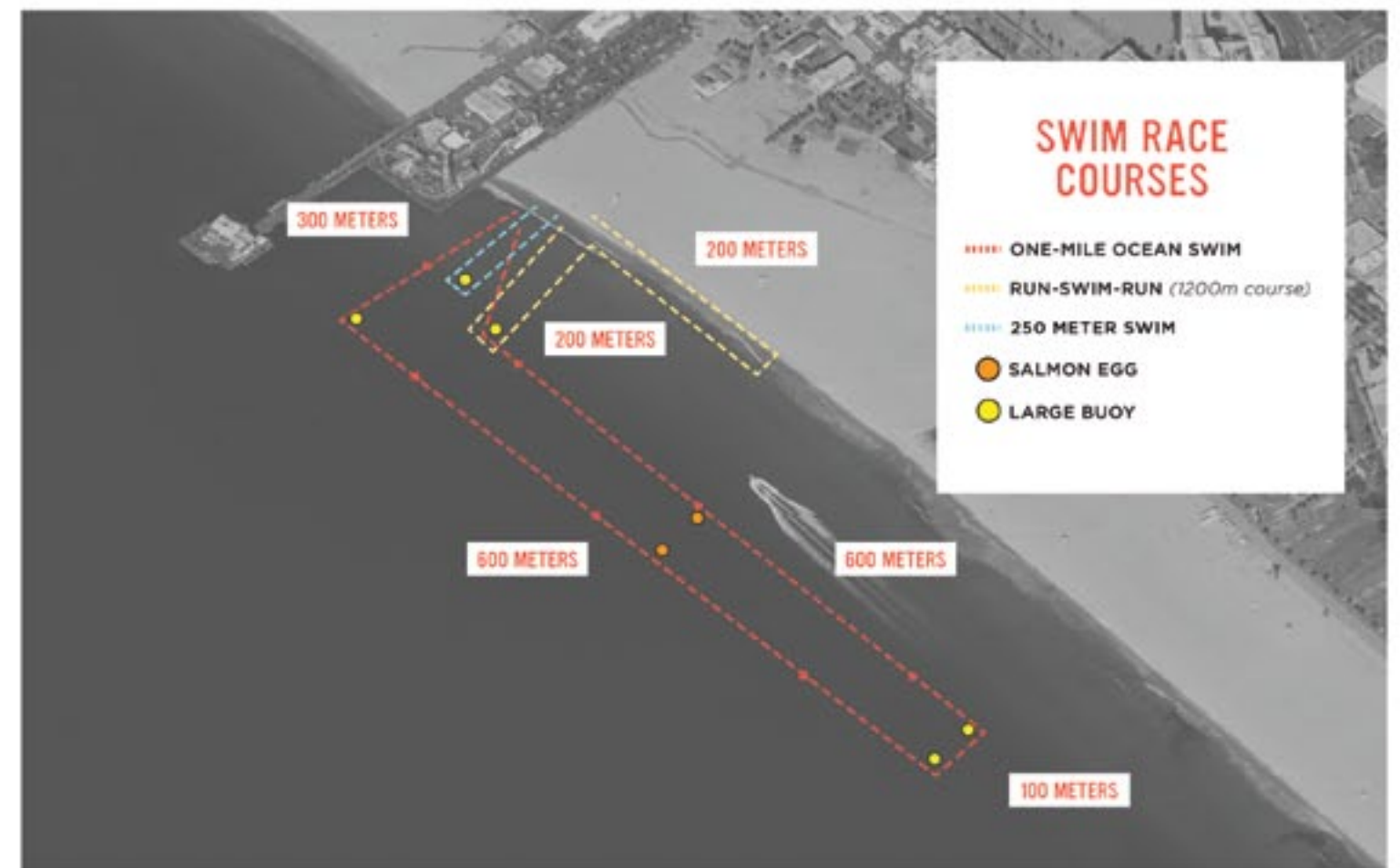
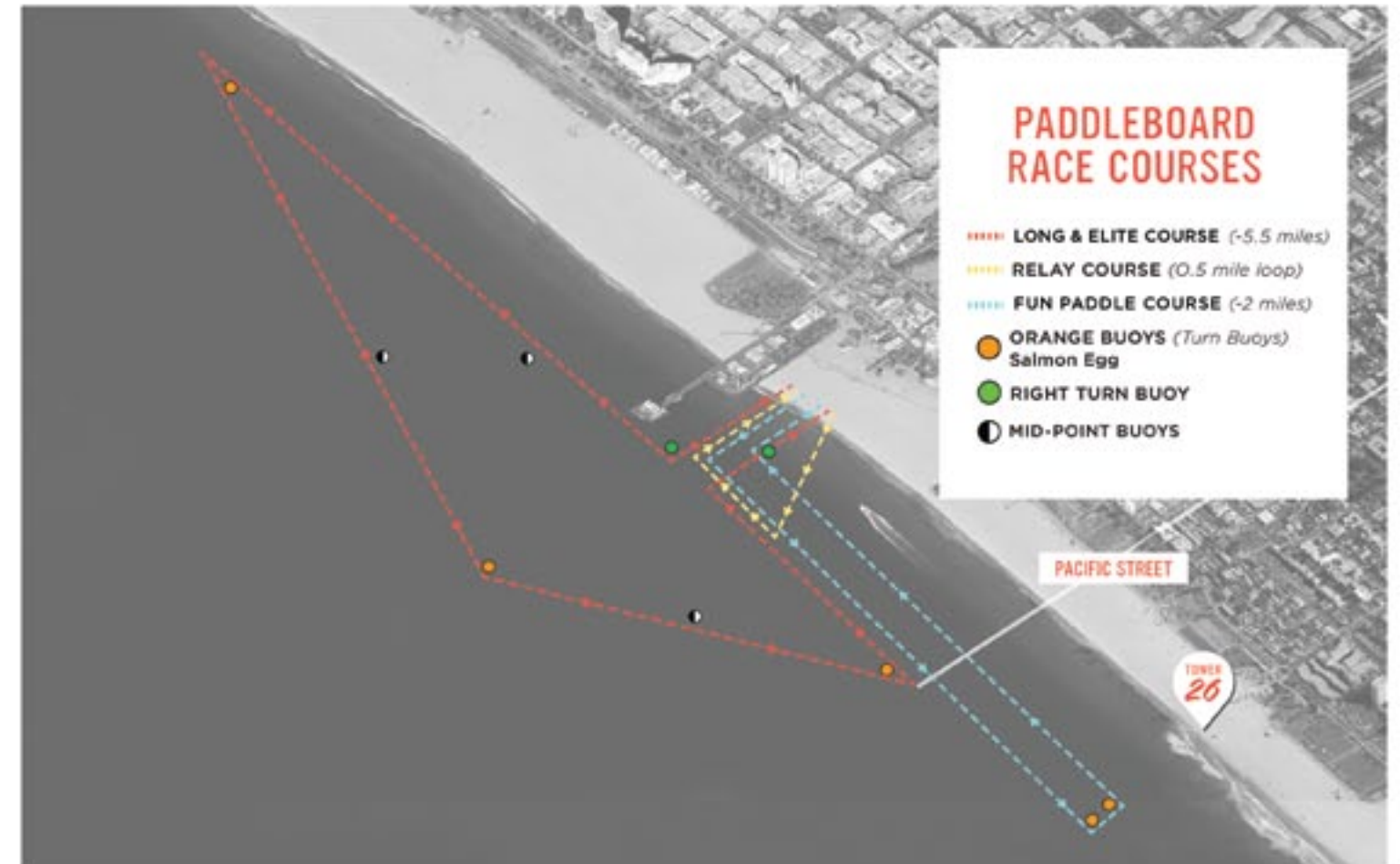
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A DAY OF RACING & FUN

SATURDAY, JUNE 8

| | |
|----------|---|
| 6:45 AM | Race Registration opens on the Pier |
| 7:45 AM | Hawaiian Blessing |
| 8:00 AM | One Mile Ocean Swim |
| 8:45 AM | Lifeguard Dory Race – One Mile Sprint |
| 9:00 AM | Paddleboard Group Photo #1 |
| 9:15 AM | Paddleboard & SUP 5.5 Long Course and Elite Race |
| 9:25 AM | Juniors 250m Swim |
| 9:30 AM | Live Hula Performances Start |
| 10:15 AM | Awards - Swim |
| 10:30 AM | Beer Garden & Rum Lounge Opens |
| 10:30 AM | Youth Beach Competitions Start |
| 10:45 AM | Pre-Race Course Clinic for Fun Paddle |
| 11:00 AM | Run-Swim-Run |
| 11:40 AM | Lifeguard Dory - Surf Race |
| 11:45 AM | Group Paddleboard Photo on Beach #2 |
| NOON | Paddleboard & SUP Two Mile Fun Paddle |
| 1:00 PM | Youth Soft-top Surfboard Race |
| 1:30 PM | Luck of the Draw SUP Relay Race |
| 1:45 PM | Tommy Bahama Team Challenge SUP Relay Cup |
| 2:30 PM | Awards - Run-Swim-Run, Long Course, Fun Paddle & Dory |
| 2:45 PM | Raffle for Competitors - Must be Present to Win |
| 3:00 PM | Live Music with the FuDogs |
| 3:15 PM | Final Awards - Elite Race and SUP Relays |
| 3:30 PM | Live Music with the FuDogs |

Competitors: Mandatory pre-race briefings will be held on the sand 30 minutes prior to all paddleboard, SUP and swim races. You must have completed registration or check-in and be present in order to race.

THANK YOU TO OUR 2013 PARTNERS:

