



PUNTA SAYULITA



INTERNATIONAL FIELD OF PROFESSIONAL LONGBOARD & STAND-UP PADDLE SURFERS TO COMPETE IN 1st ANNUAL PUNTA SAYULITA LONGBOARD & STAND-UP PADDLE CLASSIC

Sayulita, Mexico – February 23, 2010 - The 1st Annual Punta Sayulita Longboard & Stand-Up Paddle Classic (“the Classic”) is set to take place on April 17-18 in beautiful Sayulita, Mexico. The international field of professional surfers from the United States and Mexico is led by Honorary Ambassadors James Pribram of Laguna Beach, CA, renowned Mexican big wave surfer, Carlos “Coco” Nogales of Puerto Escondido and Mexico’s current national longboard champion, Patricio Gonzalez of Sayulita. The field will be limited to 30 competitors made up of both professional invitees and amateurs competing in various age group divisions as well as in the “open” contest for the longboard and stand-up paddle surfing categories. Professional short board surfers will also entertain spectators with an “expression session” air show of acrobatic aerial maneuvers.

On Sunday, April 18, a variety of Stand-Up Paddle races will be held including the “Punta to Punta” race, a 5K and 10K open ocean distance races where paddlers will travel between Sayulita and the neighboring village of San Francisco (“San Pancho”). The SUP distance races will be open to all ages and abilities.

“We are very excited to launch the Classic contest with the overwhelming support and assistance we have received from our professional surfers, sponsors, volunteers and the Sayulita community. Sayulita is the ideal location to hold an



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international surfing event like the Classic and we are pleased it has attracted some of the top professional longboard and SUP surfers to the field seeing that this is the event's first year. We look forward to growing the event each year and raise as much money as possible for the local charities. We feel the mix of a surf contest showcasing some of the best professional and amateur surfers with a variety of Stand-Up Paddle distance races will give spectators plenty of action to watch and also enjoy time with their friends and family in Sayulita," says Kevin Roberts, a principle with event organizer, Punta Sayulita.

The Classic organizers are also very excited to have actor and environmental activist, David Chokachi, participation in the Classic. David is one of the most recognizable actors and best known for his role as Cody Madison on the television blockbuster series, "Baywatch." In recognition of David's work as an activist for environmental awareness, The Surfrider Foundation recently awarded David the prestigious "Keeper of the Coast Award." Chokachi is an avid Stand-Up Paddle Board and Longboard surfer and will be competing in the Classic.

On Sunday evening following both days of completion, the Classic Awards Dinner Fiesta will be held at the Don Pedros oceanfront event palapa where the competitors and guests will enjoy an authentic Mexican BBQ buffet, live music and a live raffle. The Classic Fiesta is open to the public and tickets may be purchased at the door.

Proceeds raised from the Classic will be donated to the local Sayulita chapter of the Reef Check Foundation and The Punta Sayulita Foundation.

The Reef Check Foundation is an international non-profit organization dedicated to the conservation of tropical and rocky coral reefs around the world (www.reefcheck.org). The proceeds for the Classic will go to directly fund Reef Check's Adopt the Reef Program for the Sayulita and Bay of Banderas areas. This will be the first program of its kind on the Pacific Coast of Mexico. Professional surfer, James Pribram, through his affiliation with Reef Check and the Eco-Warrior Project (www.ecowarriorsurf.com), will be the honorary ambassador of the Adopt the Reef Program.

The Punta Sayulita Foundation ("PSF") is a non-profit organization established by the Punta Sayulita residential community with the charter of supporting various initiatives benefiting the community of Sayulita and the Bay of Banderas area. Initiatives include educational programs for the arts and music, environmental awareness and protection, community organized beach clean-up events as well as supporting programs for underprivileged children to allow them the opportunity to enjoy various water sports such as surfing, stand-up paddle boarding, kayaking, fishing, etc., that they otherwise would not have the opportunity to pursue. PSF, in conjunction with the Coco Nogales Foundation, will apply the proceeds generated from the Classic to support the underprivileged youth surfing program for youths living in Sayulita and the greater Bay of Banderas area.

For contest information, updates and entry applications visit: www.puntasayulitasurflclassic.com or contact Jose Luis Caselin at U.S. Toll Free (866) 947-6017 or +52 (329) 291-3957. For more information about Punta Sayulita visit www.puntasayulita.com.





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ABOUT PUNTA SAYULITA

Punta Sayulita is a private oceanfront club and residential community that rests on an extraordinary 33-acre private peninsula adjacent to the quaint seaside village of Sayulita located approximately 35 minutes north of Puerto Vallarta. Punta Sayulita has been carefully designed to be a very intimate, low density community that will embrace only 62 detached homes whereby residents will have access to a full-service private Beach & Surf Club. The tropical design for the beach club and the custom homes at Punta Sayulita are by the boutique architecture firm of de Reus Architects of Hawaii. The developer of Punta Sayulita is Contact Development Company, LLC (CDC) of Sausalito, CA. See www.puntasayulita.com.

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