

Surflife

4th Annual Switchfoot Bro-Am Draws 6,000 Supporters to Moonlight Beach for StandUp For Kids

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PRESS RELEASE

The 4th Annual Switchfoot Bro-Am surf contest and concert entertained some 6,000 supporters at Moonlight Beach in Encinitas on Saturday, June 7, 2008. An annual event near and dear to Switchfoot's hearts, the Bro-Am was created to give back to the San Diego community while also benefiting a local children's charity through funds raised at an auction night event, as well as from vendors on the beach day-of, sponsorships, and an after-party at the Belly Up Tavern.

This year's free beach event benefited the San Diego and Oceanside branches of StandUp For Kids, a national nonprofit volunteer outreach organization that started right here in San Diego and is dedicated to making a difference in the lives of at-risk, homeless, and street kids. (www.standupforkids.org) In addition to the surf contest, vendors, and beach concert, this year's event also welcomed the addition of a surf jousting exhibition, as well as live mural art painting presented by The Glue Network and Artsprojekt. In addition, this year's event partnered with San Diego-based Sustainable Waves to offer cutting-edge solar-powered sound and staging. By using solar power rather than a diesel generator or grid power, the Bro-Am avoided emitting approximately 1,000 lbs (half a metric ton) of CO2 into the atmosphere (the equivalent of not driving your car approximately 1,100 miles or the annual sequestration of 66 trees).

The lively surf contest featured riders representing Hurley, Reef, Transworld Surf, Surfing Magazine, Surfer Magazine, Surflife.com, Macbeth, Jedidiah, AKA, Anon Optics, Surf Ride, Jet Pilot, Dental Specialty Associates, Chase Paymentech, San Dieguito Academy, and Switchfoot with surf legend Tom Curren. The final heat took place between Reef and Surf Ride, and Reef was crowned the winning team. Riders Jeremy Sherwin, Zach Keenan, Teddy Navarro, and Sean Marceron were awarded trophy INT surfboards onstage before Switchfoot's performance for their win.

The free beach concert featured performances by Escalera (with pro skateboarders Danny Way and Bob Burnquist), Musket, Tom Curren, Kent Doonan, Stripes and Lines, A Fine Frenzy, The Cheap Leis, LA Symphony, and Switchfoot.

Beach vendors included INT, Anon Optics, Surf rider Foundation, Hoven, Life Rolls On, Harney Sushi, SurfAid, Jedidiah, Generosity Water, Menhune Surf, Island Way Sorbet, Pizza Port, 91X, Amadeo Decada, Honest Tea, Kaimana Clothing, Guide On, To Write Love On Her Arms, Cricket, Crown Coffee, and the Sundt Memorial Foundation.

"To me, the Bro-Am is a day where pro surfers, pro skaters, musicians, and the community come together to acknowledge some of the bravest heroes I can think of -- homeless teens and the folks who help support them," notes Switchfoot's Jon Foreman. "I feel incredibly honored to stand alongside of some of these amazing kids this weekend;

kids who are fighting for hope, fighting for love, fighting for shelter --fighting for the bare essentials. And against all odds, these kids refuse to give up. They have the strength of character to pursue their dreams in spite of their present situations. It was a privilege to join StandUp For Kids in their efforts to support these young fighters in their quest for hope and truth and love. Thanks to everyone who made this year's event such an amazing experience. Let's continue to ensure that StandUp For Kids feels our support all year long."

The event had an all-around energy of good vibes, but the biggest impact was most likely felt by the StandUp kids in attendance that day. Kim Green, director of the Ocean-side chapter for StandUp For Kids, reflects, "Switchfoot are amazing people, with true, genuine compassion --this was felt not only by our volunteers, but mainly by the kids, what an awesome experience for them. The kids got to get up on stage and help throw out some T-shirts -- it was amazing! It's rare that our kids shine like they did on Saturday -- it really is a gift. Emotionally, this event has rejuvenated all of us volunteers, the kindness of all the sponsors has been overwhelming, and we are confident that the exposure will help us to get more volunteers, so that we can open more nights, and then, help more kids."

Final numbers are still being tallied, but between a record-breaking auction night event at Pacific Coast Grill, the beach day, and the Belly Up after-party, an estimated \$75,000 was pulled in for StandUp For Kids before expenses.
Hi-res photos available upon request.