



**WATERMANS** APPLIED SCIENCE  
**PADDLE**  
FOR HUMANITY



::FOR IMMEDIATE RELEASE::

**The 2nd Annual Watermans: Applied Science Paddle for Humanity  
In Support of SurfAid International  
May 1, 2010**

Orange County, CA, January 11, 2010 - The 2nd Annual Watermans: Applied Science, "Paddle for Humanity" is set to go off May 1st at Dana State Beach, California. The Paddle for Humanity is a fundraising event held in support of SurfAid International. All proceeds go directly to SurfAid International and help support their effort to bring Malaria education/prevention and sustainable sanitation/clean water projects to parts of the world connected to us through surfing, specifically the Mentawai and Nias. The 2010 fundraising goal has been set at \$100,000.

This year's paddle will build on the success of the inaugural 2009 event from start to finish. "Last year we reach our modest fundraising goal of \$10,000, drawing over 200 participants and spectators to support SurfAid and their cause." Said Race Director, Pete Stirling, "This year we are expanding the event and significantly improving the paddlers' experience and our commitment to SurfAid."

Whether participants are recreational paddlers or hardcore racers there is an opportunity for everyone to get involved and have a good time for a great cause. Paddlers can choose to either show their support for SurfAid by participating in the 2-mile fun paddle or battle it out with the big dogs in the 6-Mile Elite Race for over \$10,000 in cash and prizes.

The 2010 Paddle for Humanity features a jog-a-thon style online fundraising platform and awards for top fundraisers. Individual prizes up for grabs include a free round-trip plane ticket to Indonesia provided by World Safaris valued at over \$1500USD. The event is also open to both corporate and community teams as a great way for companies and organizations to get involved. "It is our goal that the fundraising aspect of the event really motivates people to get out there and make a difference." Says SurfAid's Javier Guerrero, "This is something the whole community should get behind." The Paddle for Humanity will also feature a silent auction and raffle showcasing the latest and greatest on offer from all event sponsors.

For more information visit [www.watermansappliedscience.com](http://www.watermansappliedscience.com) and click on the Paddle for Humanity icon located at the bottom of the home page.

For event registration visit <http://www.surfaidinternational.org/paddle2010>.

Please support our sponsors:

Watermans: Applied Science, Olukai, Surfline.com, Future Fins, Hobie Surfboards, Infinity surfboards, Rogue SUP, Quickblade Paddles, Mix1, Boardworks Surf, Johnson Big Sticks, World Safaris and Primo Island Lager.

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**About SurfAid International**

The mission of SurfAid International, a non-profit humanitarian organization, is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing. For more information or to make a donation contact the SurfAid staff at 760.931.1199, visit [www.surfaidinternational.org](http://www.surfaidinternational.org) or e-mail [usa@surfaidinternational.org](mailto:usa@surfaidinternational.org)

**About Watermans: Applied Science**

Watermans: Applied Science is dedicated to providing today's Watermen and women with the best, most effective and functional, high-performance sunscreen on the market. Made and Manufactured in California, USA. Visit [www.watermansappliedscience.com](http://www.watermansappliedscience.com) to learn more.

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