

SURFRIDER WINS MYSPACE IMPACT AWARD

This past May, the Surfrider Foundation received honors from the nation's largest social networking site: MySpace.



The site and its members recognized the Surfrider Foundation with a MySpace Impact Award for Environmentalism. MySpace.com launched its Impact Awards late last year as a way to honor individuals and organizations who make a difference in their communities by using MySpace. The awards recognize impact-makers in six categories: Community-building, Health and Safety, Social Justice, Poverty Relief, Environmentalism and International Development. Winners are determined by MySpace users, who vote for their favorite nominees.

According to Surfrider Foundation's Director of Marketing, Matt McClain, the organization currently maintains upwards of 40,000 friends on the site. "We've been pretty excited to see our page grow over the last 14 months," says McClain. "So far we've been able to mobilize support for various campaign initiatives, as well as use our friends network to help increase awareness for the Foundation and its work."

As winners of the MySpace Impact Award for Environmentalism, the Surfrider Foundation received a \$10,000 prize. In an unprecedented move, the Surfrider Foundation opted to split the prize money with fellow nominees, Grease Not Gas (a bio-fuel advocacy group) and the Black Warrior Riverkeepers.

"When it comes to protecting our planet's environment, we need to be able to see that we are all in this together," says McClain.

SUZUKI DONATES VEHICLES TO SURFRIDER FOUNDATION

American Suzuki Motor Corporation, working in conjunction with Surfer Magazine, has donated two new vehicles to the Surfrider Foundation. The vehicles, a 2007 Grand Vitara and 2007 SX4, were originally donated as part of Surfer Magazine's annual Surfer Poll Awards event last September. The Suzuki vehicles will be used by the Surfrider Foundation to assist in outreach efforts throughout Florida and Southern California.

Both vehicles have been stunningly wrapped with graphics featuring the captivating work of legendary surf photographer Aaron Chang. Surfrider Foundation supporters will be able to follow the vehicles on their respective journeys by going online and visiting their blog "The Adventures of Vit and Sexy" at www.vitandsexy.com.

"We're very excited to partner with Surfer Magazine to help support the Surfrider Foundation," says Gene Brown, Vice President of Marketing and Public Relations for American Suzuki. "With its roots in the Southern California area, surfing has come to be so much more than a simple beach activity, and as a Southern California-based company, Suzuki couldn't be more proud of its association and presence in the surf industry and along the coastline."

To further support the Surfrider Foundation's efforts, Suzuki is also supplying Surfrider Foundation Surf Team Captain, Pat O'Connell, with a vehicle and will be donating \$.05 per mile driven during the next year back to the Surfrider Foundation.

"I'm really excited to be working with Suzuki in supporting efforts to protect our beaches," says O'Connell. "I can't wait to get out there and hit the road!"

