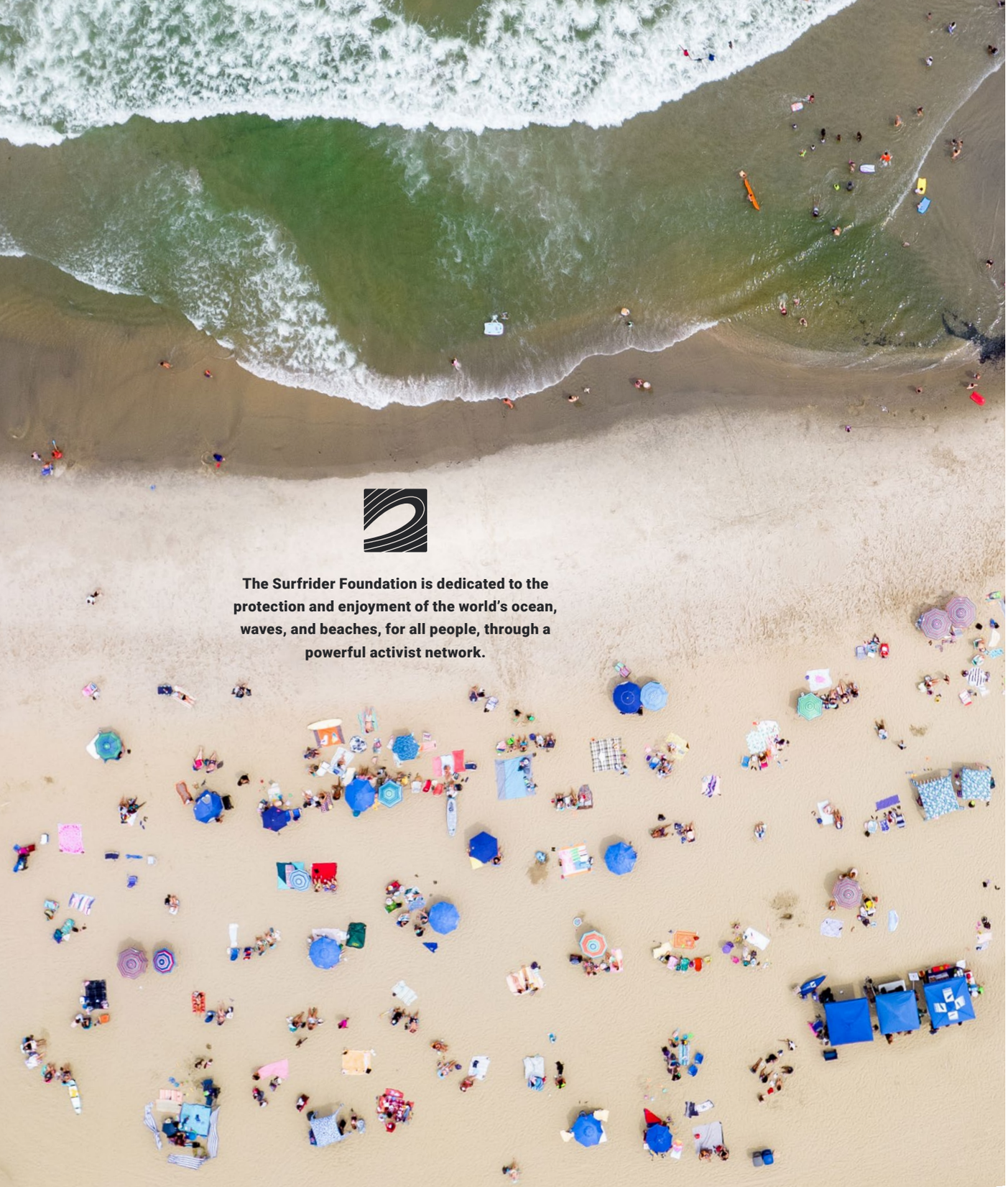
The Drop

FALL 2026



SURFRIDER FOUNDATION



The Surfrider Foundation is dedicated to the protection and enjoyment of the world's ocean, waves, and beaches, for all people, through a powerful activist network.

Contents

04 LETTER FROM OUR CEO
A Full-Scale Assault Demands A Full-Scale Response

06 MAKING WAVES
The Power of the Network: How Surfrider is Turning a National Threat Into a National Movement

10 SURFRIDER IMPACT
Jack Johnson's SURFILMUSIC Tour Brings New Members to Surfrider Chapters Nationwide

12 ORGANIZATION SPOTLIGHT
Outdoor Alliance Speaks Up For Clean Water

14 INITIATIVE SPOTLIGHT
Beach Guardians: Building a Coast-to-Coast Network of Stewardship

16 CAMPAIGN SPOTLIGHT
Drilling is Killing: Surfrider's Fight to Protect Our Coasts

20 BOARD MEMBER PROFILE
John Wadsworth

24 ACTIVIST PROFILE
Arleen Velasco With the O'ahu Chapter

26 REGIONAL SPOTLIGHT
First Wave, Lasting Impact: Inside Surfrider Massachusetts' STOKEE Program

30 PARTNERSHIP SPOTLIGHT
Pantalones Organic Tequila

34 GUEST FEATURE
Our Playing Field Was Never Ours to Begin With

38 ARTIST PROFILE
FutureSwell

42 **Coastal Victories**

Cover: Russell Ord, Left: Michael McKenna

LETTER FROM OUR CEO

A Full-Scale Assault Demands A Full-Scale Response

This fall, the Trump administration continues its coordinated attempt to dismantle the protections that generations of coastal defenders fought to build.

Dangerously expansive new offshore drilling remains our most urgent fight. Although we're still waiting on the federal government's updated plan, the direction is clear — California, the Gulf, and even the pristine waters of Alaska's High Arctic are in the crosshairs.

But drilling isn't the only threat. Seabed mining has moved from a fringe idea to an active federal push in the Pacific and off of Virginia, threatening unique deepwater ecosystems we are just beginning to explore and understand. Meanwhile, efforts to open our protected public lands and waters to mining and other extractive industries are accelerating, alongside a consequential move to redefine "harm" under the Endangered Species Act — stripping bedrock protections for the habitats endangered species depend on to survive.

Underneath it all is an orchestrated effort to discredit well-established science itself, rather than confront the reality of what it clearly shows us about our changing climate, and the functioning health of our ocean and coasts.

These threats are gravely serious, and we must do three things in response. First, create a massive public outcry in resistance to these assaults on our marine environment. Second, we need to continue to advance coastal and ocean protection at the local and state levels. And third, we need to rebuild and lead a grassroots movement across America to demand we renew our protections and establish strong laws and policies to protect the places we love. By supporting Surfrider, you are helping us do all three, every day, and your support is needed now more than ever.

Thank you for standing with us when it matters most.

For Clean Water and Healthy Beaches,



Dr. Chad Nelsen
CEO, Surfrider Foundation

Russell Ord

MAKING WAVES

The Power of the Network: How Surfrider is Turning a National Threat Into a National Movement

By: Zach Plopper, Sr. Environmental Director

In late 2025, the Surfrider Foundation was confronted with one of the most significant threats to America's coasts in decades.

A sweeping proposal by the Bureau of Ocean Energy Management (BOEM) to expand offshore oil and gas drilling targeted some of the country's most treasured waters — from California's iconic coastline and its $44 billion coastal and ocean economy to protected areas in the Gulf and nearly all of Alaska's wild marine environment. For the first time in nearly 50 years for some places, the prospect of new offshore drilling was real, bringing with it the threats of seismic blasting, industrial development, oil spills, decades of continued fossil fuel dependence, and a massive step backwards from ocean and coastal protection nationwide.

The challenge was simply too large for any one organization, community, or individual to take on alone. Defending thousands of miles of America's coastline would require a movement.

Well, that is exactly what the Surfrider Foundation network is built for.

A National Campaign Powered by Local Communities

In response to the plan, Surfrider and its volunteers mobilized across the country. Without any sort of public hearings offered by the federal government, hundreds of chapters and student clubs coordinated their own "people's hearings," as well as paddle outs, sign-on letters, and coalitions with fishers, tribes, businesses, and other ocean stakeholders. Quickly, the movement's momentum grew.

Across the country, more than 300,000 people made official public comments to BOEM, speaking out against the federal administration's plan and sending a powerful message that Americans don't want more drilling off their coasts.

What made this effort so significant though wasn't simply the number of people involved — it was what they represent.

Volunteers organized events, businesses rallied other businesses, communities met with elected officials, the media took interest, and Surfrider's chapters were there every step of the way. Each region brought its own voice while advancing a shared national goal.

The challenge was simply too large for any one organization, community, or individual to take on alone. Defending thousands of miles of America's coastline would require a movement.









All photos from a paddle out protest at Refugio State Beach, Santa Barbara, against offshore oil drilling.

Local Action, National Impact
The strength of Surfrider's network lies in its ability to connect local action with national impact. Each chapter understands the unique challenges facing its own coastline, whether it's offshore drilling or plastic pollution, but they don't work in isolation. Ideas, strategies, resources, and direct advocacy opportunities are shared, allowing local action to scale.

Surfrider's programs played an important role in this drilling campaign. Through Surfrider's Beach Cleanup Program, for example, tens of thousands of volunteers took action to not just pick up trash, but engage directly through action alerts with the federal agencies and representatives in charge.

Meanwhile, Surfrider's Ocean Friendly Restaurants and Hotels shared their support for protected shorelines and coastal economies across the country. Dozens submitted their concerns directly to BOEM and helped galvanize opposition among other businesses.

Though the effort is not over (the federal government is currently evaluating input from the public and industry to shape its final plan), throughout the Drilling is Killing campaign this collaborative model has proved invaluable.

Building Hope Through Action
The challenges to our coasts and ocean can feel overwhelming. Offshore drilling proposals, climate change, pollution, and habitat loss are issues that can seem impossible to solve. Surfrider and its network offer something equally powerful: hope, rooted in action.
Every new volunteer strengthens the movement. Every chapter meeting builds community. Every win for the coasts saves the places we love.

The Surfrider network extends from the sand to key partnerships with governments, tribes, scientists, businesses, recreational groups, and other organizations that are necessary to tackle complex challenges. The Drilling is Killing campaign serves as a reminder that the power of Surfrider has never rested in one office, one individual, one chapter, or one campaign. It lives in the thousands of people who care deeply about the ocean and choose to protect it together. That is the power of the network.

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SURFRIDER IMPACT

Jack Johnson's SURFILMUSIC Tour Brings New Members to Surfrider Chapters Nationwide

By: Chris Casey, Membership Manager

When Jack Johnson takes the stage, something happens that goes beyond the music. Fans who arrive for an evening of laid-back acoustic songs find themselves drawn into the Village Green — a pre-show gathering of local environmental organizations set up just outside the venue. It's there, surrounded by people who love the ocean as much as they do, that many discover the Surfrider Foundation for the first time.

That's been Jack Johnson's intention since he first partnered with Surfrider during his 2008 Sleep Through the Static Tour. For nearly two decades, the Grammy-nominated musician and lifelong surfer has used his platform to connect fans with local environmental organizations at tour stops across the country. His All At Once community campaign has made the Village Green a signature feature of every tour — a place where concert-going and civic engagement meet.

This summer and fall, that tradition reached new heights. Johnson's 2026 SURFILMUSIC Tour featured 21 Surfrider chapters tabling at 20 tour stops spanning June through October, from Gilford, New Hampshire to Los Angeles, California. For the first time, participating chapters had access to a special co-branded "Beach in a Bag" membership kit — a canvas tote featuring the Surfrider logo on one side and the Jack Johnson SURFILMUSIC Tour 2026 artwork on the other. Chapters sold the totes at the Village Green for $25, each one bundled with a full Surfrider membership.

The results speak for themselves. At the earliest stops, chapters sold out completely. Jersey Shore moved 35 totes in Holmdel, New Jersey. Annapolis sold 25 in Columbia, Maryland. South Jersey & Delaware combined for 55 at the Philadelphia show. Eastern Long Island sold 55 in Wantagh, New York. Four stops in, 170 new Surfrider members had been recruited — each one walking away from a Jack Johnson concert with a reusable bag and a stronger connection to the ocean protection movement.

The tour wound its way through Grand Rapids, Chicago, Tampa, Houston, and the Pacific Northwest before finishing in Southern California, with final shows in Chula Vista and Los Angeles on October 9–11. By the final curtain call, Surfrider chapters had collectively recruited more than 1,000 members across the tour.







Surfrider volunteers pose with Johnson (left) while new Surfrider members display their limited-edition tour tote (right).

Four stops in, 170 new Surfrider members had been recruited — each one walking away from a Jack Johnson concert with a reusable bag and a stronger connection to the ocean protection movement.

The membership numbers alone would make this partnership remarkable. But the Johnson Ohana Foundation added another dimension: a dollar-for-dollar match of each chapter's fundraising, up to $2,500 per chapter. That means every dollar raised by Surfrider volunteers at the Village Green was doubled — amplifying the impact of every membership sold, every donation collected, every conversation that turned a concertgoer into a coastal defender.

Your support as a Surfrider member makes partnerships like this possible. When chapters show up to the Village Green with totes in hand and a compelling story to tell, they represent an organization with the credibility, the track record, and the membership base to back it up. Every member matters — in the work we do, the campaigns we run, and in the rooms where decisions about our coastlines are made. Mahalo for your continued support, Jack. See you next tour.

ORGANIZATION SPOTLIGHT

Outdoor Alliance Speaks Up For Clean Water

By Nicole Brown & Tania Lown-Hecht

Outdoor Alliance is a nonprofit coalition of ten human-powered outdoor recreation advocacy groups, including the Surfrider Foundation. Together, OA has a more powerful voice to advocate in Washington, D.C., for clean water, protected public lands, climate solutions, funding for the outdoors, and strong recreation and conservation policy. For more than ten years, we have united passionate outdoor recreationalists to achieve lasting conservation victories. Most recently, Outdoor Alliance joined with Surfrider and several other organizations in our coalition, including American Whitewater, American Canoe Association, and Winter Wildlands Alliance, on our Speak Up for Clean Water campaign.

From paddling and boating on rivers to swimming and surfing along our coasts, millions of people rely on access to clean and safe water. Clean water is essential not only to our health, but also to outdoor recreation experiences and the coastal communities they support across the country. Right now, there are numerous threats to clean water, from direct attacks on the Clean Water Act to new offshore drilling to cuts in funding for clean water monitoring.

Numerous members of our coalition care about clean water — it affects coastal recreation, paddlers and boaters, and even backcountry skiers. Outdoor Alliance members joined together to educate our communities about the threats facing clean water and helped people speak up to their lawmakers about the importance of clean water. Together, we are working to protect the Clean Water Act, reauthorize the BEACH Act, and stop the dangerous expansion of new offshore oil and gas drilling.

There's a large cross-section of surfers who participate in other recreation pursuits that are a part of the Outdoor Alliance. Among them is Surfrider's CEO, Dr. Chad Nelsen, who is an avid climber and mountain biker in addition to being a surfer. Since Surfrider joined the Outdoor Alliance coalition in 2018, we have secured several conservation victories together, including reauthorizing the Land and Water Conservation Fund (LWCF), passing the EXPLORE Act, and designating marine sanctuaries and national monuments that protect coastal waters and outdoor recreation.

Together, we are working to protect the Clean Water Act, reauthorize the BEACH Act, and stop the dangerous expansion of new offshore oil and gas drilling.

Scan the code to learn more about Outdoor Alliance and support our work together.



William Woodward

INITIATIVE SPOTLIGHT

Beach Guardians: Building a Coast-to-Coast Network of Stewardship

By: Katie Bauman, Florida Policy Manager, and Alease Aloe Lee, Beach Guardian Louisiana

A volunteer in Maine monitoring changes on a beach she's walked her whole life. A resident in Florida picking up trash along the shore just blocks from his home. A naturalist in Louisiana documenting marine debris on a barrier island. This is the heart of Surfrider's new network of Beach Guardians: empowering people to take action on the coast that matters most to them.

Developed by Surfrider Maine in 2024, the Beach Guardians provide volunteers with a flexible way to care for shorelines in their own communities. Beach Guardians select a shoreline that works for their lives and schedules, receive training and supplies, and commit to regular monitoring. At least once each quarter, they note shoreline conditions, remove marine debris, observe habitat health, and record their findings in Surfrider's national database.

"We recognized a challenge that many growing chapters face: there was more coastline to protect than we could realistically cover through organized events alone. The Beach Guardian stewardship model expands our coastal reach, increases data collection, and connects more people to our mission," said Isabella DeFrancesco, Surfrider's Northeast Regional Manager.

In the program's first year, the Maine Chapter recruited more than 20 Beach Guardians and quadrupled the amount of marine debris removed compared to the previous year. These results quickly generated interest across the Surfrider network.

Beach Guardians are particularly valuable in regions where chapters cover large geographies and where Surfrider's presence is still growing. By expanding volunteer engagement, increasing community science capacity, and reaching more coastline, the program advances Surfrider's commitment to building a stronger and more connected grassroots network.

In its second year, the program has expanded to New York, North Carolina, South Carolina, Florida, and Louisiana. To date, Beach Guardians have led 78 cleanup and habitat monitoring events, engaging more than 400 volunteers and removing over 13,000 pounds of marine debris from coastlines across the country.

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Dominic Agostini


Brenna Gourgeot

In Louisiana, Beach Guardian Alease Aloe Lee leads coastal efforts and builds Surfrider's presence throughout the Gulf region. As a botanist and wetlands restoration specialist, Lee brings invaluable expertise to a state known for its rich coastal ecosystems and significant coastal threats.

"Surfrider's Beach Guardians underscore the importance of quality data and community involvement. Louisiana has a critical, dynamic coastline for recreation and industry. Monitoring erosion, marine debris, and coastal impact are big drivers of Surfrider's work, and building out this program in the Gulf region is as rewarding as it is vital," said Lee.

Since November 2025, Beach Guardian Louisiana has removed more than 850 pounds of trash from Grand Isle, a barrier island with ecological and recreational value. Lee is also introducing new audiences to Surfrider's work. She presented on the program at the 2026 Gulf Conference, which draws over 1,000 coastal professionals from across the Gulf states.

Beach Guardians strengthen the Surfrider network by creating meaningful opportunities for volunteers to take action where they live while generating data that supports coastal protection efforts at the local, state, and national levels. Beach Guardians are building healthier and more resilient coastlines – one beach, one guardian, and one data point at a time.

Learn more about the program at **surfrider.org/programs/beach-guardians**

CAMPAIGN SPOTLIGHT

Drilling is Killing: Surfrider's Fight to Protect Our Coasts

By: Pete Stauffer, Ocean Protection Sr. Manager

Across different regions and political eras, the Surfrider Foundation's inspired activism has defended ocean ecosystems and coastal communities faced with the threats associated with proposed oil and gas development. With decades of experience on this topic, today Surfrider faces our biggest challenge yet as the Trump administration moves towards finalizing its federal offshore drilling plan.

In late 2025, the Trump administration announced plans to expand offshore oil and gas development to nearly 1.3 billion acres of U.S. ocean. The extreme proposal would open up federal waters off California, Alaska, and the Gulf of Mexico to new oil and gas leasing — including previously protected waters off Florida and even the High Arctic, where offshore drilling has never been attempted because of the extreme environmental hazards. Stunning in scale, the plan poses a looming threat to our nation's marine environment, coastal communities, businesses, and quality of life.

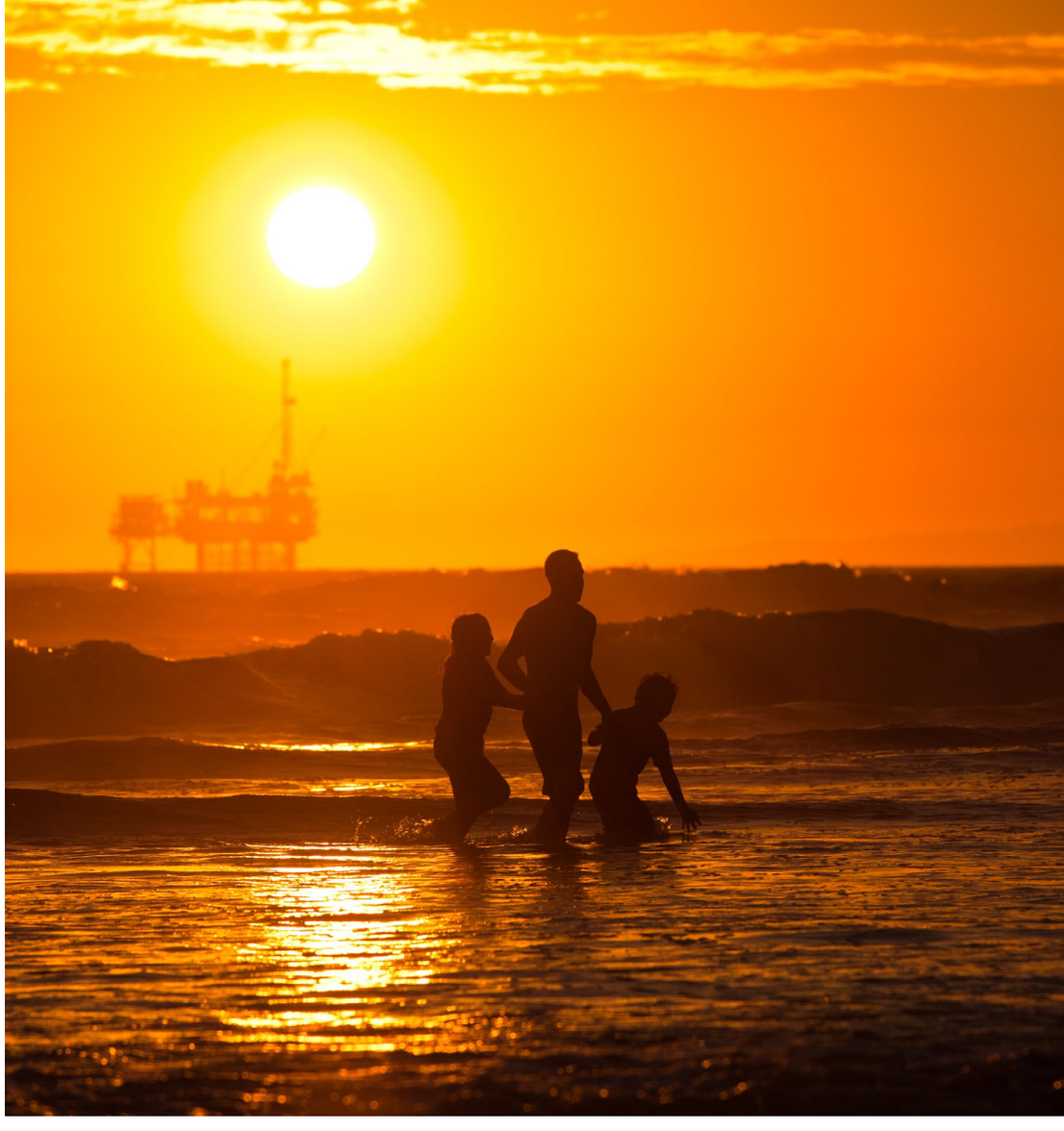
During the ensuing public comment period, more than 300,000 people submitted feedback, nearly all in opposition to new drilling. Surfrider's network fueled this response by galvanizing grassroots advocacy, organizing people's hearings, and generating media coverage across the country. Yet, despite the overwhelming public opposition, the Trump administration is forging ahead with these destructive offshore drilling plans.

This spring, the administration announced it would exempt the oil and gas industry from Endangered Species Act requirements in the Gulf, paving the way for more oil drilling in the region. On the West Coast, the administration overruled California authority to restart an old offshore drilling project off Santa Barbara that caused a massive oil spill in 2015. The administration also launched a review of California's coastal management program, threatening the state's ability to object to federal decisions off its coast.

All of these concerning developments are a precursor to the Trump administration's anticipated next step. The Bureau of Ocean Energy Management will soon release the next draft of its federal offshore drilling plan — including the regions listed above — which will launch a final public comment period before the administration makes an official decision on next steps.

The Threat to our Coasts

Offshore drilling causes serious environmental harm through every phase of the process — from exploratory seismic blasting that harms marine wildlife to the routine drilling operations that pollute our ocean. On land, oil refineries release toxic pollutants that disproportionately impact lower-income communities and communities of color. Offshore drilling also worsens the effects of climate change as the world struggles to reduce greenhouse gas emissions.



Moreover, new offshore drilling will not lower energy prices for consumers. Gas prices are set by global supply and demand, which fluctuate based on geopolitical factors, including wars and international conflict. The U.S. is already the world's largest producer of oil and gas and has been a net exporter of oil since 2020. The rhetoric that we are too dependent on other countries for oil and therefore must drill more here in the U.S. is untrue. The real solution to energy independence is renewable energy.

Surfrider Meets With the Trump Administration

In April, Surfrider and a delegation of diverse coastal industry leaders met with the U.S. Department of the Interior and Bureau of Ocean Energy Management in Washington, D.C., to express opposition to the federal offshore drilling plan.

Representing our nation's surfing, fishing, and coastal tourism industries, as well as environmental and community concerns, Surfrider's delegation conveyed a unified message to the Trump administration: offshore drilling threatens ocean ecosystems, our nation's economy, and a way of life enjoyed by millions of people. During the meeting, Surfrider's delegation presented agency officials with a signed surfboard and letter representing over 50,000 coastal businesses around the country that are opposed to new offshore oil drilling.

The meeting with administration officials was substantive and respectful, but the ultimate outcome remains unclear. Agency leaders stressed that the federal offshore drilling plan is still a draft and that the process is designed to narrow down geographic areas for potential development. The agency also emphasized the importance of public feedback in their decision-making process and noted plans to open another comment period after the release of the second draft of the offshore drilling plan.

Building the Movement to Protect Our Coasts

Surfrider is urging members of Congress to voice their opposition and halt the administration's plans. During our tenth-annual Coastal Recreation Hill Day earlier this year, Surfrider members met virtually with over 120 House and Senate offices to urge action on this and other priorities. This strategy is bearing dividends, particularly in Florida, where every member of Congress has signed a bipartisan letter opposing the offshore drilling plan.

Surfrider's grassroots network is educating communities about the threat, organizing paddle outs to show public opposition, building diverse coalitions to grow the movement, and mobilizing supporters to take positive action. These tactics are leveraging our unique strengths as an organization and energizing ocean advocates across the country.

As we approach the final stretch of the campaign, Surfrider is more determined than ever to protect our coasts from new oil and gas development. What happens over the coming months will determine the fate of our coastlines for decades to come.

Please join us in our efforts to stop new offshore drilling by visiting **surfrider.org**.

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BOARD MEMBER PROFILE

John Wadsworth

How would you describe your relationship with the ocean?
My relationship with the ocean started as a grom on the south shore of Long Island and has influenced my life choices ever since. My journey has been shaped by the ocean, from my adult life landing in Newport Beach, CA, to the countless surf trips and ocean adventures around the world with family and friends. I can't imagine my life without the ocean.

Why and when did you get involved with the Surfrider Foundation? What led to you joining the board?
My first interaction with Surfrider was as a college student in 1986 when I reached out for data on an assignment around ocean protection. Little did I know that 40 years later I would end up on the board of directors! My path to the board came through my volunteer work over the last 10 years with the North Orange County Chapter, where I have held various leadership roles and learned how to harness the power of Surfrider's vast grassroots network.

What is the most important thing you tell others about Surfrider?
It's all about awareness, not about shaming. People just don't have the knowledge. Help people get better educated around the issues, mobilize, and challenge all the false narratives out there. There is not a day that goes by where I am not engaged with somebody, could be a friend or a complete stranger, about raising awareness.

What keeps you motivated and inspired as a conservationist during an era of ongoing attacks to the environment?
The attack on the environment is insanity. When legislators disregard science, spread complete BS, and cancel policy that has been in place for decades, our work at Surfrider becomes absolutely critical. I have seen the power of the Surfrider network turn the tides in the past and there is no doubt in my mind we can prevail now — we have no choice. Your voice matters, and our collective voices can get it done.

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THE OCEAN NEEDS MORE FRIENDS
SURFRIDER FOUNDATION.

ACTIVIST PROFILE

Arleen Velasco With the O‘ahu Chapter

I was first introduced to the Surfrider Foundation in my early twenties through surfers I met while attending the University of California, San Diego. I continued to follow Surfrider’s work as I finished school, started my career as an engineer, and raised a family. I taught my children how to surf, have always loved open-ocean swimming, and have lived along the coast for most of my adult life. For me, the ocean isn’t just a place to visit — it’s part of who I am.

Fourteen years ago, I moved to Hawai‘i and finally had the opportunity to dedicate my time to the causes I had long cared about. Since then, I have volunteered on many of the issues Surfrider O‘ahu has championed, including plastic pollution and ocean water contamination caused by sewage. These days, I serve as the chapter’s Vice Chair.

The northeast corner of O‘ahu is impacted by the Great Pacific Garbage Patch, and I have witnessed heartbreaking scenes of endangered Hawaiian monk seals surrounded by mounds of plastic and discarded fishing gear on beaches that should have been pristine. I have seen sea turtles entangled in fishing lines while I’ve walked along the shoreline. Those experiences have reinforced why this work matters.

For more than ten years, I have been involved with the chapter’s Blue Water Task Force. Every other weekend, we collect samples, drive across the island, analyze water quality, and record data — often testing more than 21 beaches in a single day. Our commitment, generosity, and enthusiasm remind me that meaningful change is built by people who care enough to show up, week after week. We must continue to stay motivated and believe that through science, advocacy, and community action, we can help heal our ocean.

Watching our community become increasingly aware of the pollution caused by cesspools has been incredibly rewarding. One experience that stands out began when Wai‘anae resident Carmen Guzman-Simpliciano, of local nonprofit Kingdom Pathways, approached us with a deeply personal request. She asked us to test the waters at Pōka‘ī Bay after her son became seriously ill from swimming there and spent nearly two weeks in the hospital.

Surfrider was able to provide the water quality testing that helped document the problem. Kingdom Pathways used that data to engage the EPA and the U.S. Army Corps of Engineers, and together they have been working toward a permanent solution to the pollution at Pōka‘ī Bay.

We must continue to stay motivated and believe that through science, advocacy, and community action, we can help heal our ocean.



Erik Kabik





O‘ahu’s west side is home to the island’s largest Native Hawaiian population, and many feel that this community has been overlooked for far too long. Because of that, partnering with Kingdom Pathways has been one of the most meaningful experiences of my time with Surfrider.

I am deeply grateful for everyone who has contributed to Surfrider and to the mission of protecting our ocean, waves, and beaches for future generations. It is an honor to serve alongside such passionate and dedicated people.

REGIONAL SPOTLIGHT

First Wave, Lasting Impact: Inside Surfrider Massachusetts' STOKEE Program

By: Isabella DeFrancesco, Northeast Regional Manager

For more than two decades, the Massachusetts Chapter's annual STOKEE event — Surfing To Offer Kids Environmental Education — has introduced young people to the joy of surfing while fostering a deeper connection to our ocean, waves, and beaches. The event welcomes youth from underserved communities, as well as adults and children with disabilities, for a day of surfing, environmental education, and community building.

STOKEE is made possible through partnerships with Elevate Youth and AccesSportAmerica, organizations that share a commitment to creating outdoor recreation opportunities for all people. For many participants, it has been their first time seeing the ocean up close. For nearly all of them, it has been their first time stepping onto a surfboard.

With the help of volunteer surf instructors, adaptive sports specialists, and water safety teams, participants learn the fundamentals of surfing and ocean safety while experiencing the excitement of catching a wave. What begins as nervous anticipation quickly transforms into confidence, laughter, and celebration as participants cheer one another on throughout the day.

A major milestone since 2025 is the addition of adaptive surfing to the program through AccesSportAmerica. Participants with disabilities can surf with adaptive equipment and specialized support teams to ensure their experience is safe, accessible, and fun. For individuals with more significant physical disabilities, specialized "Megalodon" boards provide the stability and support needed to experience the thrill of riding a wave. The inclusion of adaptive surfing reinforces an important message: the ocean belongs to everyone, and everyone deserves the opportunity to experience it.

Ross Lilley, founder and executive director of AccesSportAmerica, has 30 years of experience providing recreation opportunities to people with disabilities. He is thrilled to partner with Surfrider to further expand the reach of this type of work.

"Rarely do we have volunteers who can jump in and effectively teach sports like surfing. The Surfrider volunteers don't just have surfing skills — they are engaging and inventive as well. We value instructors who look for the 'gleam in the eye' and connection to our athletes with disabilities. We find the Surfrider culture to be one of compassion and great energy," he said.







Surfrider, Elevate Youth, and AccesSportAmerica volunteers pose with participants after a successful day of surfing and environmental education.

STOKEE is made possible through partnerships with Elevate Youth and AccesSportAmerica, organizations that share a commitment to creating outdoor recreation opportunities for all people.

While surfing is the highlight for many participants, STOKEE is about much more than learning a new sport. Throughout the day, participants also learn about Surfrider's mission and explore how everyday actions can help keep coastal environments healthy for future generations. The event demonstrates the powerful connection between access, inclusion, and conservation. Following their latest successful STOKEE event in September, Surfrider Massachusetts is grateful to all the volunteers, partners, and participants who have contributed and continue to make this wholesome tradition possible year after year. Together, we share more than just waves — we share confidence, community, and a sense of belonging in the ocean.

To learn more and get involved, visit **massachusetts.surfrider.org** and follow along **@surfriderma**.

SURFRIDER FOUNDATION X PROTECT OUR WINTERS

The exclusive Ridge to Reef Collection — created in collaboration with Protect Our Winters — celebrates the ecosystems that shape our adventures and the responsibility we share to protect them.

SHOP.SURFRIDER.ORG













PARTNERSHIP SPOTLIGHT

Pantalones Organic Tequila

Please introduce yourself, your background, and your role with Pantalones Organic Tequila.
I'm Camila Alves McConaughey, co-founder of Pantalones Organic Tequila. Matthew and I created Pantalones to make a 100% Blue Weber Agave, super-premium organic product that brings fun back to the world of tequila.

As co-founder, I have my hands on different parts of the brand, from the creation of the tequila and packaging, securing accounts, account relations, and to how we show up in the world. The partnerships and community initiatives we take on are an extension of that, which is exactly how our relationship with the Surfrider Foundation came to be. We both believe in bringing people together while making a positive impact on the places we all enjoy.

How have your guiding values led the brand where it is today?
It's been incredible to see how far Pantalones has come in such a short time. What started as an idea has grown into a nationally and internationally recognized brand that is now available across the U.S. and around the globe. Along the way, we've earned more than fifty industry awards for our tequila, become the Official Tequila of Austin FC, and partnered with organizations and brands that share our values.

We want people to love Pantalones not just for what's in the bottle, but also for what we stand for. We believe doing good can be part of the fun. Sustainability doesn't have to feel intimidating or overly serious, and when it doesn't, more people are inspired to participate.



What practices do you employ to balance the deep commitments to responsible business practices — which require significant investments — with the playful spirit of the brand?
We don't see responsibility and fun as opposites. In fact, we believe that making sustainability approachable and enjoyable can help bring more people into the conversation. A beach cleanup with your friends, family, and neighbors can be a genuinely good time, and you leave knowing you did something positive for your community. Our goal is to take the work seriously without always taking ourselves too seriously.

Will you tell us about any sustainability commitments that you are especially proud of?
One of the things that matters most to me is that we've always tried to think beyond the bottle. Our tequila is made with 100% USDA-certified organic Blue Weber Agave grown by fourth-generation farmers in Jalisco, and we work to minimize waste at every step. At the distillery, we upcycle our agave fibers (bagasse) and remaining liquid (vinasse) for composting, and we also use eco-friendly shipping pallets made from recycled agave fibers.

Our partnership with the Surfrider Foundation is also incredibly meaningful to us. We look for partners that share our belief in community, action, and creating a positive impact.

How does Pantalones determine what causes you support and how does the partnership with the Surfrider Foundation fit in?
Our partnership with the Surfrider Foundation is also incredibly meaningful to us. We look for partners that share our belief in community, action, and creating a positive impact. Surfrider was a natural fit because of your decades-long commitment to protecting our ocean, beaches, and waterways through grassroots community involvement.

Together, we've committed to quarterly community cleanups across the country, bringing our team and local volunteers together to care for the places we all enjoy. That's the kind of partnership we value most, one where we can roll up our sleeves, bring people together, and make a real difference.

How do you stay inspired? Do you have any reflections on the difference that individuals can make to protect our ocean, coasts, and natural environment?
I'm inspired by seeing people come together with a shared purpose. Whether it's around a dinner table or at a beach cleanup, those moments remind me that community is one of the most powerful forces for positive change.

Protecting our environment isn't always about one big gesture. It's about the small choices we make every day and the example we set for the people around us. When enough people make those choices together, the impact can be incredibly powerful.



GUEST FEATURE

Our Playing Field Was Never Ours to Begin With

By Ryan Crosby, CEO, World Surf League, and Board Member, the Surfrider Foundation

This year, the World Surf League marks 50 years of the professional World Tour. Half a century of competitive surfing has been defined by incredible athletic talent, legendary rivalries, and inspiring moments that have shaped our sport. Reflecting on our history from my perspective as CEO, I feel deeply grateful for the natural arena and waves provided by a healthy ocean and stable weather for our sport and surfers. However, I am acutely aware of the threats to our playing field; we have no guarantee of another 50 years of a clean, vibrant ocean to enjoy.

My commitment to ocean advocacy and environmental preservation led me to join the Surfrider Foundation Board in 2023, a step I took well before assuming my current role at the WSL. I am grateful for that experience, as my involvement with Surfrider has fundamentally altered my perspective on my professional duties and influenced my understanding of the environment in which our business functions. The ocean is our primary resource, and the ultimate decision-maker in most everything we do. Our business operations and events rely on the ocean to function. It is Mother Nature, along with the natural topography of coastlines worldwide, that ultimately determines the timing and location of our competitions. Consequently, we feel a deep responsibility for ocean conservation and highly value the vital work performed by organizations like Surfrider to safeguard these waters.



Ryan Crosby speaks to the crowd at a tour stop in Fiji. (📷 Ed Sloane)



World Surf League staff take part in a collaborative dune restoration event with Surfrider. (📷 Cait Miers)

In reality, our entire global tour depends on predictable weather patterns, healthy marine ecosystems, and protected coastlines. The ocean does not work like a traditional stadium; there are no crews that come in to clean up and reset it overnight. When coral reefs die from bleaching, we don't just lose biodiversity; we lose the very underwater mechanisms that shape the world's most iconic waves. When toxic runoff pollutes a coastline, our athletes risk getting sick. If our arena breaks down, our sport dies. Without environmental advocates' relentless defense of clean water and healthy beaches, the WSL wouldn't have a single safe venue to run an event.

This is exactly what Surfrider has been doing for decades and why I chose to join this incredible organization — chapter by chapter, beach by beach, volunteer by volunteer. Surfrider's model has never been a head office telling a distant coast what to do. It is a powerful grassroots movement led by everyday citizens who love a particular stretch of sand and are willing to legally, politically, and systematically defend it.

When the WSL arrives at world-class locations like Tahiti, El Salvador, Hawai'i, or Western Australia, we arrive with operational resources and global media reach. But we know the beach isn't a blank stage. It's someone's home, someone's fishery, and someone's sacred water. My goal is to ensure the WSL always shows up with the same humility that defines the Surfrider community: to ask before we act, to listen to the local experts, and to put our global megaphone behind the grassroots stewardship that was there long before us and will remain long after we pack up.

The Championship Tour will always move on to the next stop, but the ocean, reefs, and local communities that safeguard them stay behind. That's why I believe that my most important job will live beyond the WSL. Because 50 years from now, if we want to have a clean ocean for future generations, it won't be because of the scale of our broadcasts or the talent of our athletes; it will be because of Surfrider's tireless, boots-on-the-ground dedication.

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Surfrider, thank you for guarding the places we love and keeping our ocean, surfing's arena, alive and thriving. I am proud to stand with you as a fellow surfer, advocate, and ally in the water.


Ed Sloane



Jarrah Lynch


Jesse Jennings

ARTIST PROFILE

FutureSwell

By Carissa Cabrera, CEO, FutureSwell

Can you tell us a bit about FutureSwell's background?
FutureSwell is a community media platform founded in 2020 by two marine biologists trying to bring ocean conservation solutions outside of their traditional echo chambers. We work in community coalitions and alongside nonprofit organizations to build momentum around key ocean climate issues on social media and in partnership with ocean-focused thought leaders.

This approach is filling a needed gap in our shared movement, because it serves as an entry point for others to learn more, care deeper, and participate in campaigns led by leaders like the Surfrider Foundation.

What inspires you and your creative process?
More than a media platform, FutureSwell is also a community — characterized by unique and diverse approaches to storytelling. Rather than a polished documentary approach, we aim to meet people where they are to amplify their role in our mission, knowing it may inspire someone else's.

What is the most important thing you tell others about protecting our ocean, waves, and beaches?
It's not something we can ever do alone. Every protected area, every policy win, every healthy ecosystem we get to enjoy is because someone loved it enough to do something about it. It's up to us to find those people, uplift their stories, and become those people ourselves. We have to do it together, and bring others along.

How is storytelling changing in an era when short-form social media is growing?
The storytelling world is expanding, and there is room for everyone to jump in. Sharing a video on your page about joining a Surfrider event may be the inspiration someone needs to do the same, regardless of where they live.
I like to remind others that our stories are our little beacons of light for the world we want to create, and we need to put them into the world to build it. Social media profiles, content creators, and large influencers are now an undeniable part of that conversation, and our work is about ensuring those messages are pushing the mark and making wins more possible, together.

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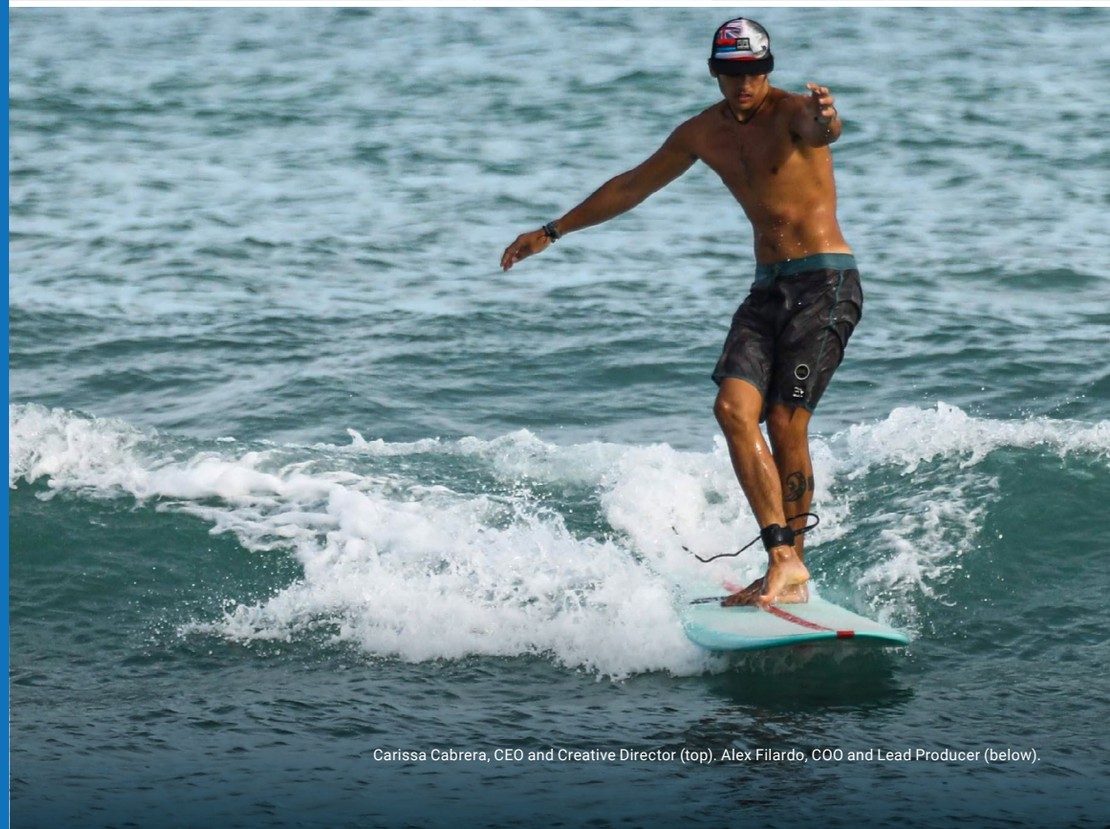


Carissa Cabrera, CEO and Creative Director (top). Alex Filardo, COO and Lead Producer (below).





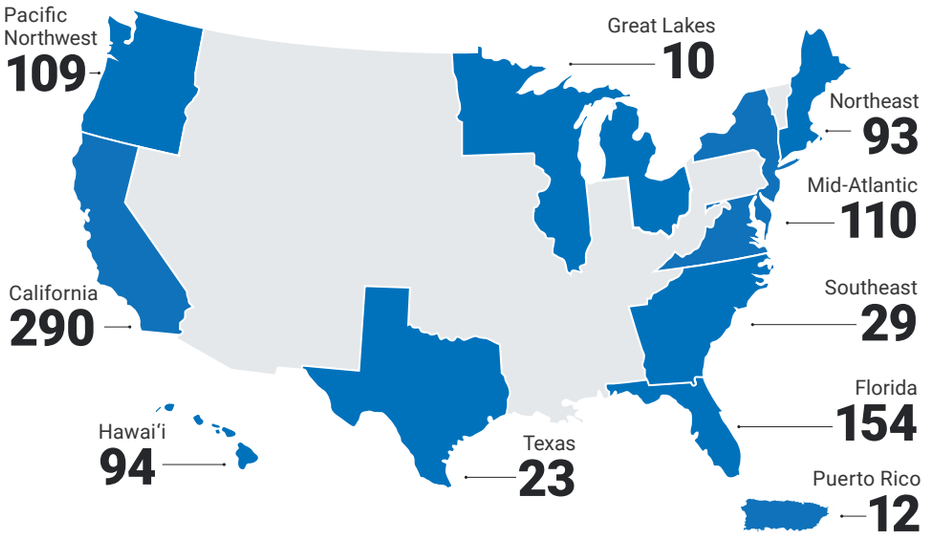


Coastal Victories

A coastal victory is a decision made in favor of the coastal and ocean environment that results in a positive conservation outcome, improves coastal access, or both. For more information visit **surfrider.org/campaigns**.

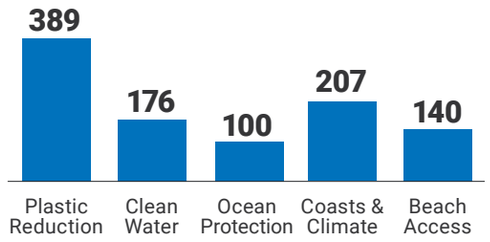
1,017
Total Victories
Since 2006

VICTORY LOCATION

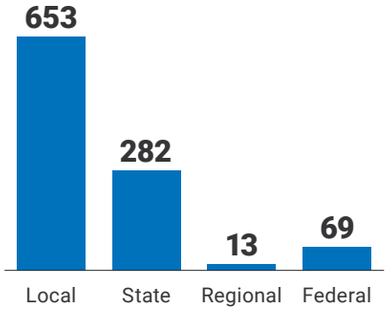


National
53

VICTORY TYPE



VICTORY SCOPE



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LEAVE A LASTING LEGACY

Help advance the protection of our ocean, waves, and beaches for future generations. Contact us about planned giving at:

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