

The Drop

SPRING 2025





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.

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LETTER FROM OUR CEO

Everything has changed. Nothing has changed.

I know I am not alone in finding the Trump administration's assault on our ocean and environmental protections much worse than expected. On day one of his second term, he issued an executive order to undo historic protections against offshore drilling established by the Biden administration and then called for increased drilling off our coasts. His team is gutting NOAA, the nation's lead ocean and climate agency, and the Environmental Protection Agency (EPA), which is tasked with protecting our ocean from water pollution, among other things. Not only that, but he's actively eliminating programs and funding to mitigate the impacts of climate change. There is no question this will negatively impact the health of our ocean, waves, and beaches.

Surfrider is actively defending against these threats. We started by joining a powerful coalition of environmental groups to sue the Trump administration over their efforts to open our coasts to offshore drilling. We will continue to be a strong voice that advocates for the important role the federal government has in protecting our coasts by using our collective voice to demand coastal protections, clean water, and climate action.

While the threats from the Trump administration are serious, and we must play defense at the federal level, Surfrider's

unique model is also designed to advance important coastal and ocean conservation policies at the local and state levels. We continue to champion state-level issues to reduce plastic pollution in New York, Maine, Oregon, and Washington. Our Climate Action program continues to grow, enabling local communities to revitalize coastal habitats by removing invasive species, planting native dune grasses and mangroves, and restoring wetlands. Our chapter and club network continue to grow as more people connect with and engage in Surfrider's mission.

There is no question that the Trump administration will have its impact — but we survived the previous Trump administration, and ten administrations before that — some ocean friendly, some not. Surfrider's important work continues regardless of who is in the White House, and with your continued support, we remain as determined as ever to continue our fight for clean water, healthy beaches, and thriving coastal environments.

Thank you for being a Friend of the Ocean,



Dr. Chad Nelsen
CEO, Surfrider Foundation



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MAKING WAVES

The Superpowers of Surfrider's Programs

By: Zach Plopper, Sr. Environmental Director

For more than 40 years, Surfrider has been steadfast in its commitment to protecting our ocean, waves, and beaches. Despite immense pressures over the past four decades from offshore drilling, shoreline armoring, plastic pollution, sewage spills, and coastal development, Surfrider has persisted as THE voice for our coastlines. We have remained so throughout challenging economic times, a global pandemic, and administrations eager to industrialize our coasts and ocean. With more than 900 coastal victories and over 52,000 Surfrider volunteers across the nation, our track record is proven no matter what adversities come our way.

Yet, we now face perhaps one of the greatest challenges to protecting what we love. Since taking office, the Trump administration has unleashed a flurry of attacks on the management and protection of our coasts and ocean. Less than two weeks after President Biden took action to protect our nation's coasts from new offshore drilling, plans were unveiled to revoke these protections for the East Coast, West Coast, and Eastern Gulf. The critical work of NOAA has been targeted, serving a massive blow to the conservation of our coasts. Meanwhile, the EPA and its cornerstone programs for public health, including water quality monitoring at our beaches, are also at risk.



Every day, millions of gallons of untreated sewage, industrial waste, and trash flow across the U.S./Mexico border, impacting 20 miles of international coastline, causing beach closures in South San Diego County and widespread illnesses on both sides of the border. 🌐 This is CA



Surfrider activists fight for clean water at local, state, and federal levels to ensure that our beaches and coastal waters are safe for all people to enjoy for generations to come.



While federal leadership for our coasts and ocean is lacking, Surfrider is ready and more equipped than ever to protect what we love. Our superpowers lie in our network of volunteers and our ability to scale efforts from local city councils to state capitals and the halls of Congress. Over the next four years, our local and state-level campaigns and programs will be critical to not only holding the line but continuing to advance environmental protections.

This includes Surfrider's Blue Water Task Force, the world's largest volunteer-driven beach water quality monitoring program.

Through the BWTF, Surfrider volunteers collect 10,000 samples annually from 600 sites around the country. This data helps point to pollution sources and potential fixes while helping to notify beachgoers when the water is contaminated.

Our superpowers lie in our network of volunteers and our ability to scale efforts from local city councils to state capitals and the halls of Congress.

Surfrider's Beach Cleanup program also operates at an unprecedented scale to keep our coasts clean. Through more than 1,000 cleanups a year, which engaged more than 32,000 volunteers in 2024, the program has removed more trash from our beaches than any effort, ever. Moreover, the data collected from these cleanups drive policy decisions to turn off the tap on plastic pollution, resulting in more than 370 coastal victories to date across the country.

Meanwhile, Surfrider's Ocean Friendly Restaurants and Hotels programs are working hand-in-hand with businesses to help them transition away from single-use plastics. More than 600 restaurants and hotels have signed on to these programs and are serving over 38 million single-use plastic-free meals a year and keeping 620,000 plastic

water bottles and 930,000 mini toiletry bottles out of circulation. Our Ocean Friendly Gardens program is working with communities, schools, and businesses to help implement smarter landscaping that filters runoff, captures carbon, and improves habitat for native wildlife.

While the Trump administration seeks to unleash America's energy production, addressing climate change has never been more critical, especially as increasingly intense storms, coastal erosion, and sea level rise place immense pressures on our coasts. Surfrider's Climate Action Program, launched in 2024, provides a frontline defense against these climate change impacts by restoring coastal ecosystems such as mangrove forests, dunes, and coastal wetlands. Last year, 38,000 native plants were installed on coastlines around the country.



After three years of working with a coalition of local organizations, the New York City Chapter of the Surfrider Foundation is celebrating the passage of the 'Skip the Stuff' bill in NYC.



Since 2023, Surfrider's Climate Action Program has planted more than 22,000 mangroves in Puerto Rico, working in partnership with students, local organizations, and community members.

Although we're experiencing unprecedented challenges for coastal and ocean protection and expect more to come, Surfrider's programs will continue to engage and mobilize our network on the ground to make positive impacts in their local communities every single day. The next four years will be a challenging period for our ocean and Surfrider's work to protect it; but, as we've proven before, our superpower is in our ability to adapt — holding the line where we must and making progress where we can. When it's over, we know that

Surfrider will emerge more capable and even stronger for whatever is coming next over the horizon.

The next four years will be a challenging period for our ocean and Surfrider's work to protect it; but, as we've proven before, our superpower is in our ability to adapt — holding the line where we must and making progress where we can.

AMBASSADOR PROFILE

Blair Conklin

How did graduating with a degree in Environmental Science from the University of California, Berkeley, influence the way you view our ocean, waves, and beaches?

Pursuing a degree in science made it really evident that change is the only constant when it comes to the environment these days. Learning about the ocean from a scientific and data-driven perspective made me reflect on why I cared in the first place. To understand a resource and want to take care of it, you first have to become really connected with it.

How do skimboarding, bodyboarding, and surfing promote environmental stewardship?

I think that those activities are the best ways to connect with the outdoors. When it develops into a passion, you follow weather patterns daily. And more often than not, you can watch the ocean change before your eyes in response to anthropogenic stresses.

Learning about the ocean from a scientific and data-driven perspective made me reflect on why I cared in the first place. To understand a resource and want to take care of it, you first have to become really connected with it.

How did you become involved with the Surfrider Foundation?

I have always loved participating in beach cleanups. Being rewarded with community service hours for cleaning up your own playground in high school was a pretty good deal. Nowadays, I like spreading awareness about Surfrider's initiatives by making videos that people can learn from and connect with.

How can social media be used as a positive tool to educate others about Surfrider's initiatives and programs?

More than ever, it is super important to inspire the youth to get outside and play in the ocean. Showcasing this through social media is a great way to reach a big audience and motivate them to do so. It's the only way we are going to pass the torch of stewardship to the next generation.

What has been the highlight of your Surfrider experience?

Recently I got to visit the Tijuana River and learn about the involvement Surfrider has to mitigate the pollution issues there. Millions and millions of gallons of sewage enter the ocean daily through the Tijuana River, and it is extremely important to improve the infrastructure of sewage treatment plants upstream and seek the help of local and federal governments.



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CAMPAIGN SPOTLIGHT

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

By: Pete Stauffer, Ocean Protection Manager

The Surfrider Foundation has a decades-long history of defending U.S. coastlines from offshore oil drilling. Our grassroots network has fought passionately to protect the Atlantic, Pacific, Gulf of Mexico, and Alaska from new oil and gas development. Now, Surfrider is facing our biggest battle yet as we seek to stop the Trump administration and Congress from approving new oil rigs off our coasts.

On January 20, newly inaugurated President Trump signed an executive order to revoke the prohibition on offshore drilling enacted by President Biden two weeks earlier. Using his authority under federal law, Biden permanently withdrew the East Coast, West Coast, Eastern Gulf

of Mexico, and parts of Alaska from any future offshore drilling. Yet, the Trump administration's sweeping and illegal action re-opened 625 million acres of ocean to the threat of new oil and gas development.

With the offshore drilling ban suspended, the White House and Congress are making plans to bring offshore drilling to a coastline near you. As part of its 'energy dominance' agenda, the Trump administration is revising the five-year offshore drilling plan to approve new oil and gas leasing in U.S. waters. Meanwhile, Senate and House members have introduced bills to require new offshore drilling while weakening environmental protections.



Surfrider's Network Strikes Back

The Surfrider Foundation responded swiftly to the threat of new offshore drilling. On February 19, Surfrider filed the first environmental lawsuit against the new Trump administration alongside a coalition of conservation organizations represented by Earthjustice. The lawsuit challenges President Trump's illegal order to revoke protections for U.S. regions from future oil and gas leasing. If successful, the suit will restore these historic protections, which would remain in place permanently unless overturned by congressional legislation.

Surfrider is also mobilizing our network to defend our coasts. Across the country, our supporters are contacting their federal representatives to urge them to oppose new offshore drilling. At the local level, Surfrider is partnering with groups

and businesses to raise awareness and demonstrate community opposition. With our partners, Surfrider has built alliances representing over 55,000 U.S. businesses opposed to oil and gas development off our coasts.

Surfrider will take our message to Washington, D.C., in May during our 8th annual Coastal Recreation Hill Day. Surfrider activists and outdoor industry leaders will meet virtually with over 100 Senate and House offices to advocate for stronger protections for our coasts and ocean. A key priority is urging Congress to oppose new oil and gas leasing in U.S. waters. Surfrider has also requested meetings with the White House and the Department of the Interior to discuss offshore drilling concerns alongside surf and outdoor industry leaders.



Oil rigs off the coast of Huntington Beach, California.

What's at Stake

Offshore drilling is a dirty and dangerous practice that endangers marine ecosystems, disrupts coastal economies, and increases the risk of devastating oil spills. The industry causes serious environmental harm through every phase of the process — from exploratory seismic blasting that harms marine animals to the routine drilling operations that pollute our ocean. On land, offshore drilling causes damage through oil refineries that release toxic pollutants and disproportionately impact lower-income and communities of color.

New oil and gas drilling also worsens the effects of climate change as our nation and world struggle to reduce greenhouse gas emissions. The effects of climate change are being felt across the globe, with increasing heat, hurricanes, floods, droughts, wildfires, rising seas, and ocean acidification affecting us all. New offshore drilling could result in billions of metric tons of greenhouse gas emissions

Coastal recreation and tourism generates \$160 billion annually and supports 2.5 million American jobs – far outweighing offshore oil and gas production, which contributes \$96 billion and only 12,000 jobs nationally.

released into the atmosphere, making our country's goal of net-zero emissions by 2050 far less likely to achieve.

Finally, offshore drilling is an existential threat to coastal recreation and tourism, which is enjoyed by millions of Americans. Coastal recreation and tourism generates \$160 billion annually and supports 2.5 million American jobs – far outweighing offshore oil and gas production, which contributes \$96 billion and only 12,000 jobs nationally. As a net oil exporter since 2020, the United States is already energy independent and we have the technology needed to transition to a clean energy economy.

What Comes Next

Surfrider will continue our fight to stop new offshore drilling. This includes our legal work in the courts to restore protections for the East Coast, West Coast, Eastern Gulf of Mexico, and parts of Alaska. It also includes grassroots advocacy and community organizing to stop new oil and gas leasing. The Department of the Interior is expected to revise the five-year offshore drilling plan soon, which will include public meetings across the U.S. Experience has shown that bottom-up advocacy is critical to stopping oil and gas development.

Surfrider's advocacy will focus on the protection of all waters, including the Gulf of Mexico where 97% of offshore drilling currently occurs. The Gulf is already saturated with 1,862 oil platforms,

which cause an endless series of spills, accidents, and related onshore damage. Most infamously, the 2010 BP oil spill disaster released over 200 million gallons of oil and tarnished 1,100 miles of coastline across four states. It is unacceptable for the Gulf to continue to serve as a 'sacrifice zone' for new drilling.

There has never been a more urgent time to speak out against offshore drilling. The recent drilling ban by the Biden administration was the culmination of decades of grassroots advocacy and we can't afford to let it be revoked. Our federal leaders must step up and support these critical protections for our ocean and coasts.

Join us and take action at surfrider.org or surfrider.org/drilling-is-killing.



DONOR PROFILE

Taylor and Liev Schreiber

How would you describe your relationship with the ocean?

Taylor: Healing. *Liev:* Love at first sight.

What are some issues that are affecting your local ocean, waves, and beaches?

Taylor: The coastal erosion in Montauk is glaringly obvious.

Liev: Yes, mainly erosion and some water contamination issues.

Why and when did you get involved with the Surfrider Foundation?

Taylor: I've had the incredible privilege to have traveled the world by boat, seeing all seven continents. The first time I visited each place, I was in awe of the beauty and abundance of life. On my last trip, I was devastated to see how much ice melted, how much coral reef had died, how few fish there were, and the amount of trash on our beaches. My desire to want to help stemmed from a longing to protect what I had fallen in love with.

A close friend, Shelby Meade, introduced me to Surfrider. I was blown away by everything they're doing to protect and conserve our ocean and coastlines. I knew I wanted to be involved. I am on the board of my family's foundation — The Ludwick Family Foundation — and each year, we give grants to organizations that are making the world a better place. Surfrider is doing exactly that, and our foundation has been honored to play a small part.

What is the most important thing you tell others about Surfrider?

Taylor: Most of the people I talk to about Surfrider think it's just an organization for surfers and are surprised when I tell them how much Surfrider actually does that doesn't involve surfing!

Liev: They're actively building communities of people, from scientists to activists, who care and are up for taking action.

What keeps you motivated and inspired to protect the ocean?

Taylor: Growing up in South Dakota, I didn't see the ocean until I was a teenager. I can understand how, in a world full of struggles, caring about our ocean might not be top of mind. Now, living in Montauk, where the beach and ocean are ingrained in our lives, it's natural to be involved. I enjoy working with Surfrider to help others understand how important our ocean is, even those who may have never seen it, and the impact we all can make in protecting it.

Liev: As a father, it's thinking about the next generation and the example I want to leave behind for my kids. Personally, it's my own love of the water and playing in the ocean!

I enjoy working with Surfrider to help others understand how important our ocean is, even those who may have never seen it, and the impact we all can make in protecting it.



INITIATIVE SPOTLIGHT

Marine Protected Areas: A Critical Tool To Conserve Our Ocean

By: Zach Plover, Sr. Environmental Director

Just offshore from even the most urbanized coastlines, an ocean wilderness awaits. Whales breach, massive schools of fish congregate, and sharks and sea turtles feed. Kelp forests provide food and shelter for all sorts of marine wildlife while sequestering more carbon than trees on land. More than 500 million people around the world rely on our ocean's coral reefs for their livelihood.

Protecting our ocean ecosystems and all that they offer is fundamental to Surfrider's mission. We work every day to stop plastic pollution and sewage from getting into our marine environment and harming wildlife. Over the decades, we have stopped major industries from jeopardizing ocean health, including liquefied natural gas terminals, seabed mining, and of course, offshore oil drilling. While these efforts are critical to protecting our ocean, there is another tool that Surfrider has used over the decades with incredible success — marine protected areas.

Setting aside ocean ecosystems for recovery and protection is critical if we are to effectively protect the places we love. Marine protected areas, when managed well, are like national parks and forests on land, just under the sea. They safeguard

against the overharvest of resources, provide investments in wildlife monitoring and habitat restoration, and enhance the recreational value of some of the most cherished open spaces on the planet.

Among Surfrider's greatest successes in 2024 were our victories to create new marine protected areas in the Atlantic and the Pacific. After years of tireless advocacy with our coalition partners, Chumash Heritage National Marine Sanctuary was established in October of last year as the first Indigenous-nominated national marine sanctuary. Through this effort, more than 4,500 square miles of Central California's incredible marine ecosystems are protected against offshore oil drilling, seabed mining, and pollution. Meanwhile, Surfrider worked to reinstate protections on the Northeast Canyons and Seamounts and enhance protections in the Florida Keys through the national marine sanctuary system.

In Puerto Rico, where Surfrider has advocated for marine ecosystems for nearly 25 years, Surfrider and a coalition of partners established Vega Baja y Manati Underwater Gardens Marine Reserve. The 68-square-mile reserve protects the largest Elkhorn



Humpback whales are among the species that inhabit the waters of the Chumash Heritage National Marine Sanctuary.
© Robert Schwemmer, NOAA

coral population in the commonwealth, along with thriving mangrove forests, and sandy beaches. We also celebrated the anniversary of Tres Palmas Marine Reserve, which Surfrider helped establish with the local community of Rincón in 2001. Finally, we are continuing our work to protect additional areas, including Bahía de Aguadilla, which we hope to designate as a marine reserve in 2025.

In California and Oregon, Surfrider continued to defend state marine protected area networks that together conserve more than 950 square miles of ocean habitat, from rocky reefs and

kelp forests to sandy beaches and coastal wetlands. These networks, in their thirteenth year of existence, provide critical spillover benefits and protect some of the states' most iconic coastal places.

Marine protected areas, while an effective tool for protecting ocean habitats, depend on adequate funding, robust management, enforcement, and stewardship. Although we are celebrating our ocean protection victories of the past year, we know that to truly protect these places, the work never ends. Fortunately, the Surfrider network is out there every day, conserving the wild ocean places that still exist for us all to enjoy.

SURFRIDER IMPACT

The Power of Peers

By: Chris Casey, Membership Manager

As a friend of the ocean, there are a multitude of ways you can support Surfrider's mission. Maybe you love our beach cleanups, enjoying a delicious meal at an Ocean Friendly Restaurant, or a relaxing stay in an Ocean Friendly Hotel. Or perhaps testing water quality with our Blue Water Task Force, supporting our policy advocacy by signing action alerts for our elected leaders, or maintaining Surfrider's momentum with your regular membership donations. All of the above-mentioned avenues contribute to our collective impact, and we are grateful to have you on board.

The Internet has brought new life to a means of supporter-generated fundraising known as peer-to-peer fundraising, or P2P for short. We've all probably donated to a 'GoFundMe' for a friend in need of support

at one time or another, which is a strong example of a peer-to-peer fundraising effort. Many people utilize P2P tools in support of a cause that is meaningful to them, and Surfrider has benefited from the efforts of many who have chosen to fundraise on our behalf.

There are a couple of types of P2P fundraisers. Often they are created to celebrate an occasion — a birthday, a bar or bat mitzvah, a graduation, a wedding, or the passing of a loved one. Milestone occasions can provide a moment when someone wants to mark the event by doing something meaningful and impactful, and fundraising for a cause can fulfill that desire. Supporters can choose to direct the benefits of their fundraiser to support a specific Surfrider chapter or to support Surfrider's general operations and mission.



Highlights from Michael Vulanich's 500-mile bike ride to raise awareness and funds to support Surfrider's fight against plastic pollution in which he raised over \$5,000.



Adriana Estrada ran the 2024 New York City Marathon with Team Surfrider to raise awareness and support the work that Surfrider's volunteers do every day.

Another type of P2P fundraising event is tied to an activity. A few years back, a young man named Lucas danced live on Instagram while encouraging his audience to support his fundraiser for Surfrider. Lucas surpassed his goal of raising \$500 and brought in \$1,293 for his efforts. Others have cycled the length of California's coast, covered 100 miles on a stand-up paddleboard, and run the New York City marathon, all as part of their fundraising efforts for Surfrider.

Whatever moves you to undertake a peer-to-peer fundraiser, should you choose to

do one for Surfrider, we are happy to help by providing the platform and sharing some best practices. It's actually pretty simple — the QR code and link below will take you where you need to go.

Scan the code or visit
surfrider.org/fundraise
to get started.



Our Membership team is available and happy to help should you have any questions. You can reach out to us at membership@surfrider.org.



OUR LOVE FOR THE OCEAN RUNS DEEP

THE OCEAN NEEDS MORE FRIENDS

 **SURFRIDER**
FOUNDATION.

ACTIVIST PROFILE

Mia Calderón Marchán

How did you choose to become a Surfrider activist?

Coming from Puerto Rico, I have been constantly immersed on all sides by the environment. Surfing became one of my main passions, which broadened my views on the beauties of nature and why it must be protected.

I had seen how dunes and mangroves protected us from storms at the same time that they also reduced coastal erosion. With this in mind, I began to look for ways to ensure the protection of these ecosystems that were so necessary for our island.

Surfrider Puerto Rico's Programs Manager Hector Varela-Velez began hosting dune restoration projects where my favorite surf beaches are, and I started to volunteer. I continued growing a presence in my community, and I chose to become an advocate for such an important cause, saving what is left of our coastlines.

What are some local environmental issues that you have witnessed?

I have seen drainage pipes release polluted runoff right into our breaks. With ongoing development on the island, another big problem is the destruction of mangroves that reduce the effects of coastal erosion. We used to have huge dunes in Puerto Rico, which have all almost completely disappeared after

the sand was taken for construction projects. Climate change is affecting us heavily; we have suffered one of the biggest bleaching events in our reefs this year, impacting all of the wildlife that inhabits that area of our ocean.

What has been the highlight of your Surfrider experience?

Being able to create more awareness in Puerto Rico and seeing how with every project, more people become involved. The community just keeps on growing across the island — I love how you find families, friends, local surfers, doctors, lawyers, college students working together. Also, it's incredible seeing that the mangroves we planted are now flourishing!

What is the most important thing you tell others about Surfrider?

I tell others that it's important to know our role and impact on the environment. Most people aren't exposed to the same natural elements that I am on a daily basis. My goal is to make them aware of the consequences of the degradation of our coasts.

The community just keeps on growing across the island — I love how you find families, friends, local surfers, doctors, lawyers, college students working together.



REGIONAL SPOTLIGHT

SFLA and Water Quality: Understanding the Impact of Wildfires

By: Eugenia Ermacora, Los Angeles Chapter Manager

Wildfires are devastating, not only for the landscapes they consume but also for the long-term environmental threats they pose to our water quality. The aftermath of the Palisades and Eaton fires has left behind a toxic legacy, with hazardous debris, heavy metals, and volatile organic compounds (VOCs) now threatening our coastal waters. Surfrider Los Angeles is committed to continuing our work in water quality monitoring and advocating for the protection of our ocean and beaches.

Santa Monica Bay's Toxic Cocktail

The fires' toxic debris contains a mix of heavy metals such as lead, arsenic, mercury, and cadmium, as well as carcinogenic compounds like benzene and polycyclic aromatic hydrocarbons (PAHs). Additionally, lithium-ion batteries, present in homes and electric vehicles, pose an ongoing risk of chemical leaching into the environment. Exposed debris is easily carried by wind and rain into our storm drains, rivers, and ultimately, the ocean.



Aftermath of the Palisades fire that burned across the west side of Los Angeles, California.



Following the first rain after a particularly long dry spell, the Los Angeles County Department of Public Health issued a 72-hour rain advisory for all Los Angeles County beaches in late January.

Following significant rainfall in the first quarter of 2025, the Los Angeles County Department of Public Health issued an Ocean Water Closure from Las Flores State Beach to Santa Monica State Beach, alongside Ocean Water Advisories for areas impacted by ash and fire debris runoff. These closures were an important precaution as we continue to assess the impacts of fire debris and stormwater runoff on water quality.

Surfrider's Role in Water Testing and Advocacy

Surfrider LA has collaborated with Southern California Coastal Water Research Project, Heal the Bay, and USC's Proteocean Lab to conduct independent water quality testing.

Our efforts focus on detecting the contaminants listed in addition to:

- 'Forever chemicals' such as PFAS, PFOS, and PFOA
- Volatile organic compounds (VOCs)
- Bacterial contamination including enterococcus, an indicator of fecal pollution.

Surfrider LA remains dedicated to ensuring that coastal water quality is properly assessed and that best management practices are in place to protect public health and our environment. We are engaging with local and state agencies to encourage ongoing monitoring and transparent data-sharing.



Surfrider and Heal the Bay staff ready for a day of water testing near Topanga State Beach.

Surfrider's Beach Cleanup Efforts and Safe Action

As of early April, Surfrider LA is resuming beach cleanups with safety being our top priority. With gloves and closed-toe shoes being required, the chapter will provide personal protective equipment (PPE) including gloves and masks to minimize exposure to potential contaminants. We are collaborating with environmental recovery experts to handle hazardous materials responsibly.

How You Can Stay Involved

We encourage our community to stay informed and engaged. Follow Surfrider LA for updates on water quality testing and beach cleanup efforts. The recovery process after a wildfire is complex, and we appreciate the patience and dedication of our volunteers, partners, and community members. By working together, we can continue to protect our ocean, waves, and beaches for generations to come.

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Volunteers take precautions as they conduct water testing and beach cleanups following the Los Angeles wildfires.

PARTNERSHIP SPOTLIGHT

Dip: Get Clean Without Being Greenwashed

By: Janie Overland, Partnership Activations Coordinator

Here at Surfrider, being a mindful consumer is a value that resonates with our mission to reduce plastic pollution and protect our ocean, waves, and beaches. With the term 'greenwashing' — using misleading environmental marketing — being used liberally, Surfrider aims to set the record straight after conducting due diligence so that we can highlight official corporate partners that are doing meaningful work and presenting products or services with purpose.

Enter: Dip.

Kate Assaraf founded Dip with the vision of creating a hair and personal care product line without the environmental

footprint of plastic packaging. The soap and conditioner bar versions of these products work equally well as (and last longer than) the traditional liquid form.

For example, Dip dove into the world of fragrance, delicately parsing apart the pros and cons of synthetic versus natural. The term 'natural fragrances' is greenwashed to sound environmentally friendly, but are often processed with pesticides, contain allergens, and are dependent upon extracting mass amounts of natural resources. Dip skips the false marketing, and opts for synthetic fragrances, which can be controlled to a high and strict scientific standard and are phthalate and allergen-free.



Dip's conditioner instantly detangles hair after surfing or swimming. No need to rinse, simply air dry and go.



Kate Assaraf, founder of Dip, assists a customer.

Dip is committed to slow growth, as demonstrated by the fact that Assaraf refuses to sell her products on Amazon. They ship small orders without plastic-wrapped pallets, support small businesses around the U.S., and encourage customers to visit brick-and-mortar stores. "As a brand, we make less money when you shop in-store, but we prefer that you continue to shop locally to support your community if you can," Assaraf said.

Additionally, by being intentional about sourcing product ingredients, avoiding single-use plastic, and promoting a localized model of business, Dip supports Surfrider's mission of being ocean-friendly. "If I can get you to think about plastic while you are showering, then I can get you to think about plastic more than you did before," Assaraf said.

"As a brand, we make less money when you shop in-store, but we prefer that you continue to shop locally to support your community if you can," Assaraf said.

You can shop Dip products, such as their After Surf Conditioner and Detangler, by finding a local store through their Store Locator on their website. Be sure to check out the Surfrider x Dip product line — proceeds from these sales directly support the Surfrider Foundation's environmental mission!

Check out Dip products and utilize promo code "THEDROP" for free shipping at dipalready.com. Dip asks that you please support your local surf shop before you shop with them online.

BACK IN STOCK

Drilling is Killing Collection

We've brought back our highly-sought after Drilling Is Killing collection. Proceeds from the collection will keep our ocean clean and protect it from the harms caused by new offshore drilling.

shop.surfrider.org



GUEST FEATURE

A Blueprint To Keep Our Ocean Blue

By Drew McPherson, National Campaigns Manager, Surfrider Australia

Surfrider Foundation Australia was founded in 1991 to combat sewage outfalls that were affecting water quality along urban beaches. It has since grown to over 15 branches, working across a vast array of issues affecting local coastal communities and their surrounding environments.

We began working in the offshore oil and gas space around 2018 when the Norwegian company Equinor proposed an oil drilling project in the Great Australian Bight. We joined a powerful alliance of community groups and built a national campaign, 'Fight For The Bight' which organized community events and rallied

over 100,000 Australians to paddle out all around Australia for a national day of action. We also coordinated with Norwegians on the ground in Norway and built a campaign that forced Equinor to pull its plans due to the lack of domestic public support. A community-led environmental victory like this against a multi-national fossil fuel company had never happened before in Australian history.

A community-led environmental victory like this against a multi-national fossil fuel company had never happened before in Australian history.



Over 100,000 Australians paddled out around the country to protest the proposed oil drilling project in the Great Australian Bight.



While this was happening, the PEP11 (Petroleum Exploration Permit 11) proposal came out, introducing plans for seismic testing and drilling in over 4,500 square kilometers off the most popular coastline in Australia. We took the blueprint from our Fight For The Bight campaign and used the same approach. We toured the country educating communities about the offshore oil and gas industry and their destructive practices. We held paddle-out events in key locations along the coastline that saw thousands of beach lovers scream their opposition to this disastrous proposal.

These events earned national media attention, which tuned politicians onto the issue just months before the federal election. With an alliance of community organizations, we visited Parliament to urge politicians to put an end to this dangerous proposal and delivered a

petition signed by 80,000 community members to the federal decision-maker, Resources Minister Keith Pitt.

PEP11 came really close to being approved before it was squashed by then Prime Minister Scott Morrison, who secretly swore himself in as the Resources Minister to make the decision (this had never happened in Australian history) just weeks before a federal election. We were elated, to say the least – but it didn't last long as the company behind the proposal sued the federal government for political bias. They won, and the project was back with the new government saying they would let it go through "due process." We waited, kept the pressure on, consistently visited Parliament, and communicated the process clearly to our local communities over the next couple of years. Then, one sweet day early this year (January 17, 2025), the current government canceled the permit. Woohoo!



In the middle of the PEP11 saga we were informed by our Tasmanian Branch that the Southern Ocean was at risk from the largest seismic blasting proposal in history — 7.7 million hectares. Once again, we implemented the same blueprint to mobilize and educate coastal communities around Australia. Partnering with scientists and local fishermen, we held community education events called ‘Community Conversations,’ where local marine scientists highlighted the impacts that seismic blasting has on ocean ecosystems.

We paired the science with the anecdotal experiences of local scallop and crayfishermen, who told stories of scallop beds they had been nursing for years that had been completely devastated by seismic blasting, turning the ocean they know and love into something they had never seen before. At this stage, coastal communities were totally unaware of what ‘seismic blasting’ was, the industry referred to the practice as “seismic



testing,” which seriously downplayed the process and collateral damage. Together, with our alliance and respected scientists, we created the title ‘Seismic Blasting,’ which was a more accurate depiction of a practice that is setting off airgun blasts at 250 decibels every eight to 10 seconds for months on end.

We knew that pairing the science with the lived experience of local fishermen could capture the public’s attention nationally, so we dreamt up a film and pitched the concept to our friends at Ben & Jerry’s, who came on board to fund our project. We found a gifted storyteller in Matty Hannon, who, working together with our local branches, created the film *Southern Blast*. We toured the film nationally, hosting over 15 screenings across the country. The film tour created significant media attention, growing the national movement and putting serious pressure on our federal politicians, the federal offshore regulator, and the company, TGS-NOPEC Geophysical, behind the proposal.

We teamed with leading marine scientists out of IMAS (Institute for Marine & Antarctica Science) and an incredible legal team to work across the Environment Plan (EP), who found gaping holes in the research that was being used by the company to justify their practices. Each time the EP was released, the legal and marine science team would send a response to the regulator as to why it was inadequate, and as a result, the EP was sent back to the regulator several times.

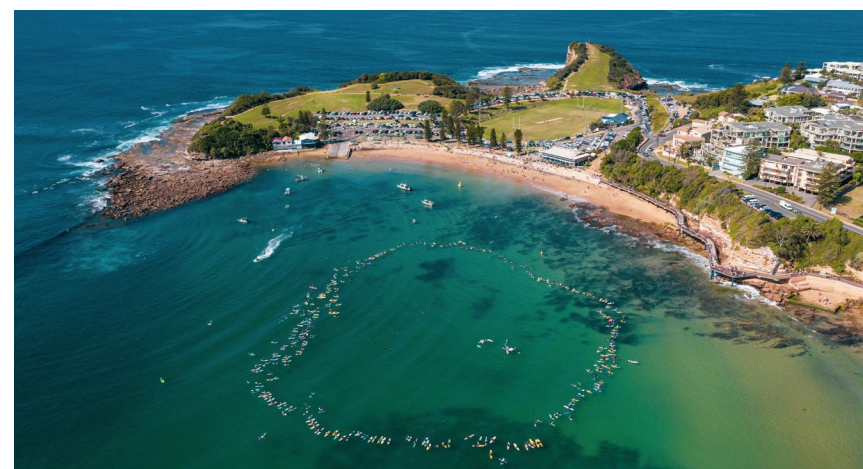
In late September 2024, almost out of the blue, we received a message from the company behind the proposal announcing its abandonment of the project stating “competing global priorities” as the reason behind its exit. And that was it — just like that, we won.

This campaign against the largest seismic blasting proposal in history is a perfect example of what can happen when we come together as a community to protect

This campaign against the largest seismic blasting proposal in history is a perfect example of what can happen when we come together as a community to protect our ocean and the incredible coastlines that surround it.

our ocean and the incredible coastlines that surround it. It was a collaborative effort between our local branches and other grassroots and national ocean protection groups.

We used our toolbox of paddle-outs, earned media, cinematic storytelling, lawyers, scientists, letters, and delegations to Parliament to create the groundswell of public pressure needed to win this hard-fought battle. It’s a testament to the strength and power that local communities truly have in shaping our future, and the future of generations to come.



Over a thousand local surfers and community members paddle out in opposition of PEP11 — Petroleum Exploration Permit 11 — a licence for oil and gas exploration off the NSW coastline from Manly and Newcastle.

ARTIST PROFILE

Allegra Scribner

Can you tell us a bit about yourself and your background?

I was born and raised on Kaua'i, Hawai'i, and come from a long line of generations on the island. Like those who came before me, I love my home, and I'm passionate about preserving its health and all that makes it a sacred, special place. When I'm not picking up things from the beach or making art, I enjoy spending time with loved ones and being outside, surfing, and training jiu-jitsu.

When was the first time you visited the ocean, and what was it like?

My family is deeply connected to the ocean, so I have always been in it or around it since birth. I don't remember my first visit to the ocean, but I do remember living 45 minutes away from it when I was in college in California. That distance between me and the water made me feel unbalanced and strange, so I would often drive out just to be near it. I also realize that 45 minutes is very close for most people, but for a Kaua'i girl, it seemed very far!

What inspires you and the art you create — including some of the great pieces you have created for our Found Objects contest?

'Ōpala Art is a challenge where excellence, originality, and problem-solving all collide. How can I use raw material washed up on the beach and arrange it into an original,

Take care of one another, take care of the land, take care of the ocean. If you get the first one right, the others become stronger.

elevated design? The process drives me to rethink and reimagine whatever I'm collecting.

I'm also inspired by how art has the ability to open the door for deeper conversation. For the Found Objects contest, I chose to create wave designs because it's a gateway for dialogue about ocean plastics and marine debris pollution.

What is the most important thing you tell others about protecting our ocean, waves, and beaches?

Care and love for something will drive people to powerful action, more than being told what to do. Getting someone to care about the ocean can happen through art, education, or initiatives led by inspired people. Shoutout to Ho'omalū Ke Kai for being a force for that on Kaua'i!

Anything else you'd like to add?

Mālama i kekahi i kekahi, mālama i ka 'āina, mālama i ke kai — Take care of one another, take care of the land, take care of the ocean. If you get the first one right, the others become stronger.





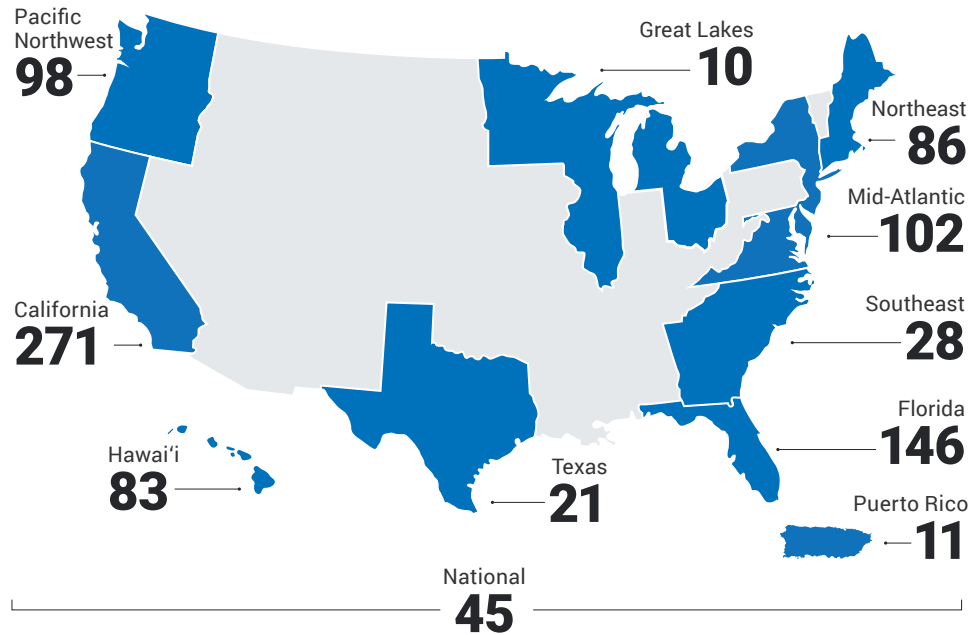
Coastal Victories

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.

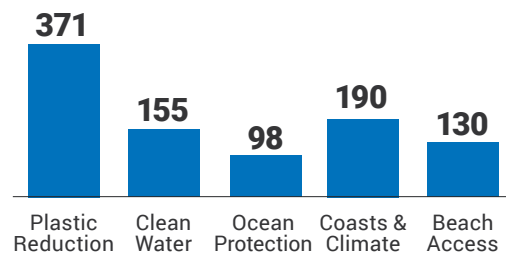
949

Total Victories
Since 2006

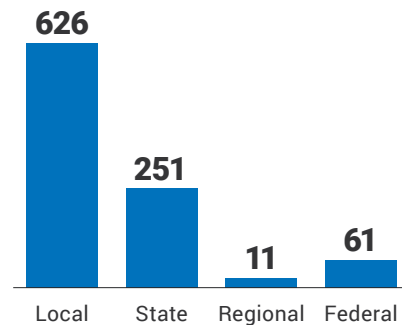
VICTORY LOCATION



VICTORY TYPE



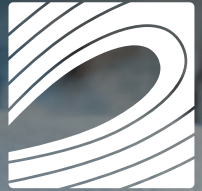
VICTORY SCOPE



Leave a Lasting Legacy

Help advance the protection of our ocean, waves, and beaches for future generations. Contact us at about@surfrider.org.

info@surfrider.org



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