MEDIA ADVISORY

Earth Weekend 17-mile Paddleboard Race in The Santa Monica Bay Offers Watersports Community a Chance to “Stand-up for Clean Water”

On Saturday, April 20, 2013 Los Angeles Waterkeeper’s 2nd annual Earth Weekend stand-up paddleboard (SUP) race, Stand-up for Clean Water, will feature a 17-mile downwinder from Point Dume to the Annenberg Community Beach House in Santa Monica as a part of the national Waterkeeper Alliance SPLASH Series, presented by Toyota. The Dume Downwinder will feature local SUP star athletes including Seth Springer (2nd place, Catalina Challenge 2013) and longtime southern California stand-up paddleboard shaper Joe Bark. The Dume Downwinder will be held in addition to the 5-mile competitive, and 1-mile fun shore SUP races launching from the Annenberg Community Beach House at 9:30 a.m. and 11 a.m. respectively.

The press is invited to join us aboard the ‘Waterkeeper’ to experience the Dume Downwinder from the water. Contact Michael Quill to reserve your space: mquill@lawaterkeeper.org

WHO: Los Angeles Waterkeeper, Waterkeeper Alliance, Toyota, and local sponsors

WHAT: STAND UP FOR CLEAN WATER: a Waterkeeper Alliance SPLASH Event Presented by Toyota to Benefit LA Waterkeeper

WHEN: Saturday, April 20th from 9 a.m. to 2 p.m. PST

WHERE: Stand-up for Clean Water 17-mile Dume Downwinder: Westward Beach to the Annenberg Community Beach House: 415 Pacific Coast Highway, Santa Monica, CA.

Stand-up for Clean Water 1-mile and 5-mile shore races launch from the Annenberg Community Beach House.

WHY: In celebration of Earth Weekend, Los Angeles Waterkeeper’s 2nd Annual stand-up paddleboard race offers locals a chance to Stand-up for Clean Water through competitive and fun races, yoga on the beach, SPLASH speakers, beach cleanup, and more!

Los Angeles: Join LA Waterkeeper for an incredible day on the water to raise awareness about stormwater runoff and ocean pollution at the 2nd Annual Stand-up for Clean Water paddleboard race. Hundreds of clean water supporters and outdoor enthusiasts will gather at The Annenberg Community Beach House in Santa Monica, CA to participate in 5-mile and 1-mile stand-up paddleboard shore races and demos, and enjoy a day on the beach with friends and family to benefit LA Waterkeeper’s fight to protect and restore the waterways in Los Angeles County. This year, Stand-up for Clean Water will feature an additional 17-mile Dume Downwinder race from Point Dume to the Annenberg Community Beach House. The Dume Downwinder lineup includes local standup paddleboard athletes Seth Springer, longtime athlete and board shaper Joe Bark, and a crew of OC1 outrigger canoes representing the Marina del Rey Outrigger Club.
Los Angeles Waterkeeper Executive Director, Liz Crosson, notes the role of *Stand-up for Clean Water* in community wide engagement with local water quality: “*Stand-up for Clean Water* brings together local watersports enthusiasts, families, athletes, and clean water supporters from all over southern California to enjoy the incredible Santa Monica Bay, and raise awareness about local water quality issues.”

LA Waterkeeper is a long time advocate for L.A. County waters, working to restore marine and freshwater environments and to keep stormwater pollution from reaching our rivers, creeks, and beaches. For more details about LA Waterkeeper, please visit lawaterkeeper.org, or contact Liz Crosson at 310-394-6162, ext. 100, or liz@lawaterkeeper.org.

The Waterkeeper Alliance SPLASH Event Series, presented nationally by Toyota, is an event series that engages local citizens and clean-water enthusiasts in water-based activities like swimming, paddling or boating. Whether you are an elite athlete or a beginner, you and your local Waterkeeper will find a way to make a SPLASH with these activities. Visit http://www.splashseries.org for more information.

**On the Web**
*Stand-up for Clean Water* paddleboard race: http://sup4cleanwater.org/
Waterkeeper Alliance SPLASH Event Series: http://www.splashseries.org
Los Angeles Waterkeeper: http://lawaterkeeper.org/

Map of the Santa Monica Bay (above) depicts the Dume Downwinder course launching from Point Dume /Westward Beach to finish at the Annenberg Community Beach House.