



Photo by John Slavin

## Welcome to the 10<sup>th</sup> Annual Menehune Surf Contest!

La Jolla Shores Surfing Association (LJSSA) is the proud sponsor of what has become an annual tradition for our surf club every spring: the Menehune Surf Contest at La Jolla Shores beach. The one day event has grown in size and stature to include 180 contestants in shortboard, longboard, and novice divisions for kids ages 18 & under. Over 500 spectators are expected throughout the day.

The goal of the contest is to nurture and celebrate surfers of all ages and abilities and provide a fun, safe, and competitive contest for all the entrants. All

event proceeds benefit local charities designated by our membership. We're very proud of this tradition of giving back to the community.

LJSSA club members donate hundreds of hours to ensure a successful event. We host a terrific raffle and silent auction which allow us to raise funds and provide great exposure to our sponsor's surfboards, surf gear, and unique product and service offerings.

The surf club also hosts an art contest for area middle and high school students in the months before the surf contest. The winning artist's entry becomes the central design of our event t-shirts. (Last year's design is on the sponsorship form at top right on reverse side). The top 25 entries are selected to show at the La Jolla Riford Library.

We welcome any level of participation and sincerely appreciate your consideration of sponsorship and support.



## About La Jolla Shores Surfing Association

The La Jolla Shores Surfing Association is dedicated to the celebration and preservation of our home break, La Jolla Shores. To this aim, we work alongside local planning groups including the La Jolla Shores Association (planning group), the San Diego Park and Recreation Dept. We celebrate the good life at our beach by hosting our annual surf contest, beach parties, and beach clean-ups involving our 100 members and friends. As a member of the Coalition of Surfing Clubs, our LJSSA team riders compete at club contests in Southern California. We support a range of charitable organizations with volunteers and annual donations. We are young and old, men and women, families and individuals, shortboarders and longboarders, surfers and ocean-lovers.

## 2009 Charity Recipients

**San Diego Coastal Keeper:** protects the region's bays, beaches, watersheds and ocean for people and wildlife.

**SurfAid International:** a humanitarian aid organization, working to improve the health of people living in isolated regions connected to us through surfing.

**Sundt Memorial Foundation:** A local foundation that inspires kids to live their natural high and reject drugs. They produce and distribute Natural High DVDs for FREE, to every middle school, public and private, throughout the U.S.

**Door of Faith Orphanage, Baja, Mexico:** Near the coast, they provide the best home possible for the children entrusted to them.

**Friends of La Jolla Shores for installation of J.J. the Whale life-sized bronze sculpture** at the north end of the new Children's playground, which we also supported the last 2 years.

**Beach & Boardwalk Improvements - LJ Shores** LJSSA has set aside \$4,000 in restricted funds to be used for future improvements. We look forward to your input.