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LIFE ROLLS ON - TWSA

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DISABLED ATHLETES AND SURFERS RAISE AWARENESS FOR SPINAL CORD INJURIES

*TWSA to host its quarterly event for disabled surfers
on behalf of the Life Rolls On Foundation*



October 14, 2005 - An inspired group of disabled athletes, spinal cord injury victims, and others with debilitating injuries and diseases, will travel from as far as Florida for a day of fun in the waves on **October 22nd at Bolsa Chica State Beach, Huntington Beach, CA.**

The event, called They Will Surf Again (TWSA) www.liferollson.org/twsa, an affiliate of Life Rolls On Foundation(LRO) www.liferollson.org, has been met with excitement by it's participants and their loved ones alike. Some have not surfed since sustaining their injuries; others surf frequently despite their handicap. Many are new to the sport. In fact, the day is not just about surfing: it is a chance for participating surfers, and the volunteers that make it possible, to become an inspiration for others facing similar challenges.



**Rob Machado and
Richard Yelland (L to R)**

TWSA will bring up to fifty passionate volunteers together with more than fifteen disabled surfers for a day of thrills that only surfing has to offer. Experienced watermen (and women) will join lifeguards in the lineup to ensure that the event is both safe and fun. "Essentially, there is no better place for healing than the ocean. It's a place where everyone can focus on the positive impact a group of individuals can have," said program director Richard Yelland.

One such inspiration is Wheels 2 Water www.wheels2water.org, headed by Travis Tremble.

"'Wheels 2 Water' was a group I started with friends and family in 2004. It was simply about getting out in the water surfing together and bringing along some friends with spinal cord injuries who couldn't do it on their own," said Tremble.



Travis Tremble

Quadriplegic surf phenom Jesse Billauer will also be a featured participant of They Will Surf Again. Jesse is a motivational speaker and the founder of the Life Rolls On Foundation. He is perhaps best known for his wave-riding in the major motion picture, "Step Into Liquid."



Jesse Billauer, 2004 TWSA

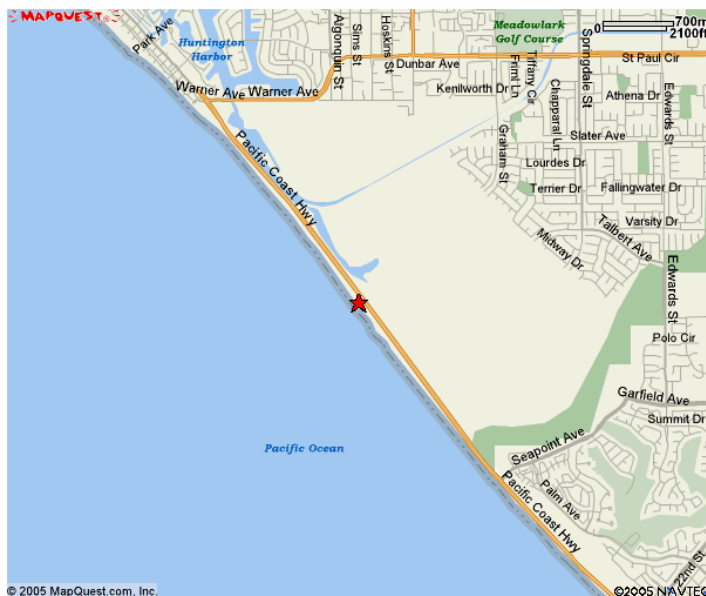
Yelland oversees organization and direction of the TWSA event and is the founder of They Will Surf Again (now a program of the Life Rolls On Foundation). The event is co-produced by Aimee Vlachos. TWSA began in 2000 with "Surfing Expression Sessions," featuring top pro surfers: Kelly Slater, Rob Machado, Taj Burrow and the Irons brothers, along with San Diego to San Francisco surfing expeditions to raise funds and awareness of spinal cord injuries. TWSA joined forces with Life Rolls On in 2004 to present concepts such as They Will Surf Again's "Day at Zuma Beach" and other inspiration/educational LRO events.

Life Rolls On is a non-profit 501(c)3 Foundation that exists to be a grassroots resource and an advocate on behalf of young people who have sustained a spinal cord injury (SCI).

Life Rolls On - Instilling in people that life with SCI does indeed roll on.

Schedule/Directions

Bolsa Chica State Beach (Tower 21) in Huntington Beach - 9:00 am Saturday Oct. 22



The beach extends from Pacific Coast Highway at Golden West to Pacific Coast Highway at Warner Ave.

To participate as a surfer or volunteer in They Will Surf Again events, please go to:

www.liferollson.org/twsa



For additional information, please contact Richard Yelland @ richard@liferollson.org. 310.629.2394 or 1.866 We-Will-Walk (or) Juice Public Relations @ 310.451.5153 (LA)/646.452.3388 (NY).