



****MEDIA ADVISORY****

Life Rolls On Foundation Partners with Nike and Hurley to Help Spinal Cord Injury Patients Swap Wheelchairs for Surfboards

What: The Life Rolls on Foundation has partnered with Nike and Hurley to host “They Will Surf Again,” an event that allows young people with spinal cord injuries to swap their wheelchairs for surfboards and experience the thrill of riding a wave. This traveling event is the 18th since the program’s inaugural event in October 2004.

Why: “They Will Surf Again” is dedicated to enhancing quality of life for spinal cord injury patients and bridging the able-bodied and disabled communities. Nike and Hurley have joined as collaborators to further the project’s mission and its commitment to inspiring and enabling all athletes to meet their potential.

Who: Hosted by Life Rolls On Foundation, Nike West and Hurley, the event will welcome Nike athlete Jesse Billauer, and Hurley team riders Brett Simpson, Yadin Nicol, Kalani Robb, and Pat O’Connell along with 30 first-time surfers and over 100 volunteers.

When: Saturday, July 19

10 a.m. to 2 p.m.

(Breakfast and lunch served)

Where: Zuma Beach in Malibu, CA

* Exact location is between tower 6 and the lifeguard station located at 30050 Pacific Coast Highway

Visuals:

- 30 first-time surfers getting out of their wheelchairs and onto the beach with the help of over 100 volunteers
- Beautiful Malibu coastline

For media credentials: Contact Katie Farnam at 323-726-1800 or katie.farnam@fleishman.com or Andrea Tagliareni for Hurley at andrea@kurentinc.com or 310-397-9025.

For more information: To register as a volunteer, log onto www.liferollson.org/twsa, click on “TWSA Sign-Up” (left side). After you insert your contact information, choose “TWSA July 19th at Zuma Beach in Malibu.”