

6th Annual Switchfoot Bro-Am Returns to Benefit Local Chapters of StandUp for Kids

• *Multi-platinum rock act Switchfoot presents sixth annual Switchfoot Bro-Am presented by Hurley featuring a pre-event auction night, charity surf contest and concert, and Belly Up after-party hosted by Teva & Switchfoot — all to benefit local chapters of StandUp For Kids*

The Switchfoot Bro-Am surf contest and concert returns to Moonlight Beach in Encinitas on Saturday, June 26, 2010. An annual event near and dear to Switchfoot's hearts, the Bro-Am was created to give back to the San Diego community while benefiting a local children's charity through funds raised at a pre-event auction night set for Friday, June 25, as well as from vendors on the beach day-of, sponsorships, and an after-party at the Belly Up Tavern.

The 6th Annual Switchfoot Bro-Am presented by Hurley will benefit the San Diego and Oceanside chapters of StandUp For Kids, a national nonprofit volunteer outreach organization dedicated to making a difference in the lives of at-risk, homeless, and street kids. (www.standupforkids.org)

"The Bro-Am has been my favorite day of the year ever since we started it back in '05," notes Switchfoot's Jon Foreman. "To see our hometown come together to help out a deserving group of kids is an incredible experience — surfing, music, and the San Diego scene at its best. We feel truly honored to again partner with StandUp For Kids, an

incredible organization serving at-risk youth here in San Diego and across the country. Last year was our biggest year ever, and we hope to top it again this year."

"StandUp For Kids is extremely proud that Switchfoot has chosen our Southern California programs as the beneficiary of their Bro-Am again this year," notes Rick Koca, founder and CEO of StandUp For Kids. "Their dedication, support, and commitment to the homeless and street kids of Southern California is unequalled. For Jon and the band it isn't just about raising funds, but getting to know the kids and the volunteers. Their impact in Southern California is felt long after the last surfboard is put away, the last song has been played, and the last fan has left the beach."

The Switchfoot Bro-Am will again work with San Diego-based Sustainable Waves to offer cutting-edge solar-powered sound and staging. Sustainable Waves utilizes the renewable energy sources of the sun to deliver 100% pollution-free concerts. By using solar power rather than a diesel generator or grid power, the Bro-Am will avoid emitting approximately 1,000 lbs of CO2 into the atmosphere (the equivalent of not driving your car approximately 1,100 miles or the annual sequestration of 66 trees).

In addition to the surf contest and live music performances, the beach day will also feature a nerf surf jousting exposition between surf

contest heats and an expression session.

This year's surf contest so far includes riders representing Hurley, Billabong, Surfer Magazine, Jedidiah, Surf Ride, Macbeth, Jet Pilot, AKA, Surfline.com, and SIMR Surfboards, as well as professional surfers Rob Machado, Tom Curren, and Timmy Curran, and members of Switchfoot. Participation in the surf contest was secured through a sponsorship donation to StandUp For Kids.

For the first time, this year's Bro-Am will also feature a junior division in the surf contest. Local high schools, surf shops, and companies have been invited to enter. Rather than a financial donation, the youth teams that collect the most donated clothing will win a spot to compete.

A free concert on the beach will feature performances by Timmy Curran, Dynamite Walls, Jon Foreman and Friends, OK Go, Chris Shiflett & The Dead Peasants, The Almost, Kate Voegelé and Young the Giant.

This year's beach vendors include the Surfrider Foundation, Pizza Port, Nika Water, Harney Sushi, Surf Ride, Keep A Breast, Quiver Boardworks, California Quivers, Love Nail Tree, INT, Surf Aid, Jedidiah, So Cal Kettle Corn, Walking On Water, the Belly Up, 91X, To Write Love On Her Arms, Life's Rad, Outside The Bowl, Le Grand Cru, Hurricane Olympics, Project7, Zinka, Water For

Christmas, We Minus Me, Vitamin Water, GenerateHope, Tonic, Green Cruiser, Inc., Clif Bar, Nature's Agave, First Light Surf, Christian Surfers Encinitas, Waste Management, The Wave Journal, and more. Clothing brand Hurley will also have its "Phantom Truck" on location, allowing beachgoers to customize boardshorts, win prizes, and potentially win an all-expense-paid trip to Indonesia with Rob Machado and the Hurley Team.

"The Bro-Am has always been about good times and good causes and I'm proud Hurley is a part of it," says surfing icon Rob Machado. "Plus, it's always interesting to surf with my left foot forward. I can't wait."

An after-party hosted by Teva and Switchfoot featuring the Bro-Am All-Stars, Silent Comedy, and The Howls will take place that night at The Belly Up Tavern to help raise additional funds for StandUp For Kids. As a special treat, the night will also feature an exclusive screening of Rob Machado's new surf flick, *Melali: The Drifter Sessions* (to be released in July), with live music by the Melali Sessions band (Jon Swift, Todd Hannigan, Fernando Apodaca, and Rob Machado).

"This is the event of the year," Koca concludes. "Switchfoot comes home to tell these kids that they care about them, that the kids count, and they'll keep talking about America's homeless and street kids for as long as it takes."