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### **SURF CITY USA STORY IDEAS**

Huntington Beach is Surf City USA®! Discover the city that defines Southern California beach culture in the heart of “The OC” – Orange County, California.

HB is the place where the quintessential mild and mellow California beach culture began and still perseveres; where pretentiousness takes a back seat to casual and cool; where the true trendsetters of West Coast fashion, food and lifestyle reside. Close to everything (Disneyland, Knott’s Berry Farm, Aquarium of the Pacific, Hollywood), Huntington Beach is the perfect American vacation. [www.SurfCityUSA.com](http://www.SurfCityUSA.com)

#### **Vans Off the Wall Skatepark hits Surf City USA®!**

Away from the water, Surf City USA still delivers plenty of action! The 32,000 square foot Vans Off the Wall Skatepark and Garage Skate Shop are set to open soon in Huntington Beach. This world class skatepark will be free to the public and includes a skate bowl along with a street plaza featuring boxes and rails for every level of skater or BMX rider. Jack’s, an Orange County original brand, is partnering with Vans to create Jack’s Garage - a fully stocked skate shop and snack bar. The building design utilizes re-purposed shipping containers in its construction to minimize the environmental impact and the entire complex will be lighted for night riding 7 days a week. Be on the lookout for pro athletes around Huntington Beach as Vans is already planning to host several large-scale skating and BMX events at the facility.

#### **“Life’s a Beach” for Man’s Best Friend**

Huntington Beach is known as Surf City USA for its year-round consistent waves and a surf culture like none other. But in HB, surfing is not just for the bronzed and buff surfers - surfing in Huntington Beach has gone to the dogs...literally! Every fall, dogs hit the waves for the Surf City Surf Dog event which takes place at Huntington Dog Beach. These pups don miniature life vests to “hang 20” as they mount surfboards and compete in a full-fledged surf competition! The dogs are separated by weight class (to keep it fair) and include all types of dogs from pugs and bulldogs to golden retrievers and labradors. This weekend long event also includes a doggie fashion show, a “yappy” hour, and dog yoga.

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### **Beach Bonfires – the Hottest Thing on the Sand in Surf City USA**

After soaking up the sun on the sand, there's no better way to end the day than sitting in the glow of your bonfire, watching the sunset over the Pacific.

With over 500 concrete fire rings, Huntington Beach is one of the very few places on California's coast where you can still build a bonfire and enjoy s'mores – that simple yet incomparable combination of toasted marshmallows and chocolate pressed between two graham crackers.

Simply purchase your firewood and fixings from your hotel or from a beach concessionaire, grab the family and friends, then head back to Surf City's sands!

### **Surf City USA® -- the World's Surf Capital**

**"Downtown Huntington Beach is the Times Square of the surfing world,"** says former Hurley VP Paul Gomez, and he's right. With 10 miles of clean, sandy beaches and year-round surf, "HB" is home to than 50 surf competitions each year, including the world's largest surf contest – Nike's US Open of Surfing.

11-time world surfing champ Kelly Slater was presented with a key to the City in 2011, and surf icons like recent US Open of Surfing Champions Brett Simpson and Courtney Conlogue call HB home. In addition, HB is the birthplace of world fashion trends emanating from local companies including Quiksilver, Roxy and Surfline.

### **It's Forever Summer with Events in Surf City USA® !**

Close your eyes and dream of Southern California and it looks just like Huntington Beach. Unlike other beach destinations, Surf City thrives throughout the year – not just in the summer months. Some would even say it's an endless summer. All year-round, Huntington Beach plays host to hundreds of events and those don't even include our surf contests! Professional volleyball and paintball to weekly street fairs and farmers markets, from food and wine festivals, to car shows, Surf City has it all, 365 days a year!

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### **Walk on Water in Huntington Beach**

What's SUP in HB? Stand-Up Paddleboarding! This sport, which involves paddling a special surfboard with an extended paddle to propel forward movement, actually began in the 1940s when famed Hawaiian surfer Duke Kahanamoku wanted to try something different.

An activity for all ages (younger kids can sit on the board while an adult paddles), paddleboarding is much easier than it looks. Learn to paddleboard in beautiful Huntington Harbour, an enclosed harbor with little-to-no waves. More experienced paddleboarders will practice their sport out in the ocean, paddling out past the waves to enjoy the amazing aquatic surroundings.

### **Catch a Wave at the U.S. Open of Surfing**

Do you need one more reason to call Huntington Beach "Surf City USA"? How about the largest professional surfing competition in the world – The Vans U.S. Open of Surfing!

Every year, Huntington Beach plays host to this week-long event that brings together top surfers from around the world, as well as pros in skateboarding, BMX biking and the newest additions to this beach festival – a fashion show filled with Southern California styles and a series of live concerts (including acts such as MGMT, Hot Hot Heat, The Faint, Modest Mouse, and Weezer!). The U.S. Open takes place the first week of August annually.

### **The Huntington Beach Pier, the Crossroads of California Surf Culture**

Enter any Hollister store worldwide and you're greeted with video screens (or video walls, in the case of their Madison Avenue store) streaming real-time footage of their webcams placed on the famed Huntington Beach Pier. The HB Pier offers "people-watching" par excellence: surfers on Surf City's waves, volleyball pros spiking it out on the sand, and cyclists on their beach cruiser bicycles.

Visit the official Huntington Beach Visitor Information Center at the base of the pier seven days a week to get advice on things to do in the rest of the city, though the Pier itself offers many activities, from fishing off the side of the pier with bait and supplies from Let's Go Fishing, professional trick kite lessons from Kite Connection, and shopping for souvenirs at the Surf City

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Store. Take a romantic stroll down the Pier to enjoy the unparalleled sunsets, or grab a classic burger and malt from the iconic Ruby's Diner at the Pier's end. A visit to the famous Huntington Beach Pier, the longest recreational pier on the West Coast at 1,856 feet, is a must-see for any visitor to Southern California. First opened in 1904 and rebuilt several times since then, the Huntington Beach Pier remains a classic OC landmark.

### **About the Huntington Beach Marketing and Visitors Bureau**

The Huntington Beach Marketing and Visitors Bureau is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California's premier coastal destinations, Huntington Beach is the ideal location for a California family vacation or relaxing weekend getaway.

With 8.5 miles of wide-open white sand California beaches, Huntington Beach is a destination of choice for vacationers and business travelers alike. To plan your Surf City USA® vacation, or to learn more about Huntington Beach, visit the Huntington Beach Marketing and Visitors Bureau website at [www.surfcityusa.com](http://www.surfcityusa.com) or call 1-800-729-6232 for a free Visitors Guide.

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High-resolution photographs are available upon request.

*Surf City USA® is a registered mark of the Huntington Beach Marketing and Visitors Bureau*