



DR. BRONNER'S ALL-ONE!



FOR IMMEDIATE RELEASE

Contact: Molly Bowman-Styles
Windansea Communications, 619-857-4429

SURFERS INVITED TO RIDE A WAVE INTO HISTORY

Powered by Generosity of Century Club of San Diego's Champions for Youth Campaign, World-Record-Breaking 1 Wave Challenge Benefits Boys to Men Mentoring Network and Kicks-Off Golf Week in San Diego

The World-Record-Breaking [1 Wave Challenge](#) invites surfers to share a single wave for the benefit of [Boys to Men Mentoring Network](#), a San Diego nonprofit dedicated to guiding and supporting high-risk and fatherless boys on their journey to manhood. Fueled by Boys to Men's partnership with [The Century Club of San Diego's Champions for Youth campaign](#) and a generous Title Sponsorship by [Dr. Bronner's](#), the 1 Wave Challenge will tee off the [2017 Farmers Insurance Open Golf Tournament](#).

The 1 Wave Challenge will attract surfers to La Jolla Shores on the morning of Saturday, January 21, 2017, for the chance to smash the current world record for Most Surfers Riding One Wave, a feat accomplished seven years ago in Cape Town, South Africa, when 110 surfers rode a single wave to shore.

Envisioned as a counterpoint fundraiser to Boys to Men's successful [100 Wave Challenge](#), the 1 Wave Challenge will immerse a pack of big-hearted surfers in Boys to Men's inspiring mission, empowering them to expand the positive impact the organization is making in the lives of hundreds of teenaged boys.

"We are proud to build on this exciting partnership with The Century Club, Champions for Youth and the Farmers Insurance Open," said Boys to Men Executive Director Craig McClain. "The 1 Wave Challenge gives surfers, of all ages and abilities, the chance to participate in something much larger than themselves at the start of a New Year. We see the event generating a spirit of excitement and possibility that will inspire our work throughout the coming year."

The second annual event will be limited to 180 participants. Surfers will be challenged to raise a minimum of \$250 to participate, with proceeds benefitting Boys to Men's life-changing mentoring programs. Surfers will be treated to a delicious breakfast, a schwag bag – including a commemorative t-shirt, hat and rash guard – and a beachside concert performed by local beach-rock band, [Sandollar](#).

Running enthusiasts will have the chance to participate in a new wrap-around event: [The Torrey Pines Adventure Run](#). Starting and finishing on the beach at La Jolla Shores, the 5-mile run will have runners racing to the back fence of the iconic Torrey Pines South golf course. The scenic race route will showcase the beauty of the La Jolla coastline, while exposing

World-Record-Breaking 1 Wave Challenge	
Saturday, January 21, 2017	
La Jolla Shores Park	
7:00 - 8:00 AM	Check-In/Breakfast
8:00 - 8:30 AM	Paddle Out
8:30 - 10:00 AM	Ride Waves
10 AM – 11 AM	Sandollar Concert

runners to its rugged terrain and expansive vistas. Hosted by [Easy Day Sports](#) and timed to coincide with the 1 Wave Challenge, the adventure run will allow runners to finish their race and then watch the surfing spectacle unfold.

The Torrey Pines Adventure Run registration fee is \$60. A full-race entry refund will be given to any runner who raises \$250 or more for the Boys to Men Organization. Limited to 500 participants, the race features a men's and women's elite division, a general classification time-trial start, age-group awards and breakfast.

The [La Jolla Shores Business Association](#) is planning a weekend of exciting promotions, events and activities designed to immerse community residents and visitors in the spirit of the 1 Wave Challenge, while celebrating La Jolla Shores' delightful array of dining, shopping and adventure experiences.

Kicking off a high-profile golf tournament with a surfing event is an idea that resonated with Century Club Board Member Ernie Hahn, Arena Group 2000 partner and longtime General Manager of the Valley View Casino Center. An avid surfer and golfer, Hahn understands the discipline and commitment required of athletes who excel in the water and on the links. Those same values inspire the mentorship programs for which Boys to Men is known.

"Boys to Men's community-based approach to mentorship gives boys the chance to interact with a variety of male role models from all walks of life." Hahn explained, "These businessmen, artists and competitive athletes work closely with the boys, sharing with them important skills that give structure and purpose to their lives."

"The 1 Wave Challenge is a fun and rewarding way to recruit new mentors into the Boys to Men community," Hahn continued. "It's also an exciting opportunity to kick off Golf Week in San Diego. As its Champions for Youth campaign generates momentum for the opening day of the 2017 Farmers Insurance Open at the iconic Torrey Pines Golf Course, the Century Club invites San Diegans to gather at La Jolla Shores on the morning of January 21st to cheer on the surfers who will paddle into the lineup together for the chance to make history."

About Our Partners

Champions for Youth is a friendly competition between 12 participating local charities. The nonprofit that raises the most revenue is rewarded with the largest portion of a revenue pool made possible by the generosity of Century Club members, through San Diego's PGA tour event, the Farmers Insurance Open. Youth-focused charities will fundraise until the last day of the Farmers Insurance Open, January 29, 2017. Each charity vies to earn bonus funds from the \$250,000 *Farmers Cares Bonus Pool* based on how much they raise compared to each other. The Century Club covers all of the donation processing fees, provides resources and helps spread the word, through the Farmers Insurance Open, about the charities and the youth and families they serve.

Boys to Men Mentoring is a community of dedicated men who are able to guide and support young, often fatherless boys on their journey to manhood. Founded in 1996, we have a proven approach to producing real change within young men. We believe that one of the most reliable predictors of a young man's success is answering the question- *Does he have a man in his life to look up to?* The circumstances and daily environment that many of our nation's youth experience is absolutely heartbreaking. Despite this reality, Boys to Men can't help but remain passionate and optimistic, for we have found a real answer that produces real change.

The Century Club of San Diego has planned and hosted San Diego's PGA TOUR event since 1961. The Century Club is dedicated to utilizing the city's annual PGA TOUR event to maximize support for local charities, schools, and military families as well as economically benefit the city. The 2017 Farmers Insurance Open will be played January 26-29 at the historic Torrey Pines Golf Course, host site of the 2008 and 2021 U.S. Opens.

Easy Day Sports is a boutique event production agency whose emphasis is creating memorable life experiences through premier, professionally managed endurance sports events. The company's name is deeply inspired by the Navy SEAL motto "The only easy day was yesterday." This is embodied through superior event production and a tireless commitment to excellence.



**DR. BRONNER'S
ALL-ONE!®**

###

