



Background Information

One of the most important responsibilities of veteran surfers is to create a positive legacy of stewardship for future generations. Over the years we've seen a number of initiatives begun by people worried about the impacts of pollution and development on the world of riding waves.

For example, the Rincon Clean Water Classic was an event started in 1997 to fight pollution threatening one of the world's best waves. Using a unique team surfing format, we were able to invite hundreds of surfers from up and down the coast to surf great waves and help raise funds.

Over the 10 year history of the event, we were happy to see that our fundraising efforts were paying off thanks to Heal the Ocean's work and the eventual approval of a septic-to-sewers project that we believe will help clean up the surf zone at Rincon. In fact, in 2006 we were able to conclude the Clean Water Classic as a fundraising event with a sense that our job was done.

We next started a new event at Rincon that is not about surfers getting sick from the ocean so much as it is about surfers getting sick of each other.

Thus was born the "Sharing the Stoke Invitational", organized to bring together literally hundreds of participants as part of the Society's efforts to promote a friendly and welcoming atmosphere throughout the surfing community. The inaugural event in 2008 involving 12 teams was very successful, and in 2009 we had a total of 18 teams. We then shortened the name to simply the Rincon Invitational and for the past five years we have had a full schedule of 22 teams riding some great waves at Rincon.

This year we are again expecting a full weekend of surfing by the invited guests of the Society and the Rincon surfing community, with teams from non-profit organizations, surf clubs, and surf businesses each getting the famed wave to themselves for an hour in recognition of the good work they've done.

And starting last year, and continuing in 2016, the event raises funds for the Rincon Enhancement Project, whose Phase I is underway to provide family-friendly and handicap access to the beach.

We hope you will consider how you can support the Rincon Enhancement Project. See our display area for further details.