



## Background Information

The Groundswell Society is a non-profit organization founded in 2001 to establish a values-based influence on the world of riding waves. The founders of the Society\* believed in creating a positive legacy of stewardship for future generations of surfers.

In 2001, the Society assumed responsibilities for the Rincon Clean Water Classic to focus on solving the pollution issues threatening Rincon. Over the history of that event, we raised almost \$100,000 towards the approval of the septic-to-sewers project which is now completed.

Also in 2001 the Society launched its annual Surfing Arts, Science, and Issues Conference. For the past eight years, the Conference has been held at either San Diego State University or the Scripps Institution of Oceanography.

In 2008, the Society took on a new project 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 Rincon Invitational**, and for the past eight years surf clubs and organizations have been invited in recognition of their public service activities. Not only has the event been a unique opportunity for surfers to share waves at one of the best surf spots in the world, but the Invitational has also raised \$20,000 for the Rincon Scholarships, awarded to high school seniors with outstanding public service records.

In 2015, the Rincon Invitational began raising funds for a new project. The Groundswell Society is partnering with the Rincon Surfing Community and California State Parks to initiate the **Rincon Enhancement Project**. Our goals are:

- Make the trail family-friendly and provide handicap access to the beach,
- new/refurbished bathrooms hooked up to the sewer system,
- improvements to the parking lot and beautiful landscaping.

Now, in 2016, we are excited that the Project is moving forward - and we hope you will consider how you can support the Rincon Enhancement Project. All contributions are tax-deductible under the Groundswell Society's 501(c)(3) tax-exempt status.

\*The Society was founded by Glenn Hening, Jericho Poppler, and Matt Meyerson