



The 10th Annual Rincon Invitational  
Team Surfing Benefit Event at Rincon March 18, 19 2017

The Groundswell Society has conducted numerous public events since its founding in 2001\*, including the Surfing Arts, Science, and Issues Conference, the Rincon Clean Water Classics, and the Sharing the Stoke/Rincon Invitationals.

Since 2008 we have organized team surfing benefit events at Rincon that are not about surfers getting sick from the ocean so much as it is about surfers getting sick of each other.

Of course, crowding in surfing is not new, and indeed it affects surfers just as much as pollution does. However, the way to solve the problem is simple: sharing waves in a true spirit of the original meaning of the word "aloha": give away everything you don't need.

This ancient Polynesian precept has found ready acceptance by many surfers and a number of organizations who have been invited to this year's event thanks to their public service efforts to share surfing with many who are not fortunate enough to be getting great waves all the time or who can't compete with the crowds in many surfing areas.

Thus was born the Sharing the Stoke Invitational, now known as the Rincon Invitational and for the past ten years we have had a full schedule of 20 teams riding some great waves at Rincon. As a fundraising event, we have raised almost \$20,000 for the Rincon Scholarships, which have been awarded to high school seniors with outstanding public service records through the Scholarship Foundation of Santa Barbara. We also raised funds that were used to propose improvement to the trail and provide handicap access to the beach.

This year 100% of the net proceeds from the Invitational will fund the Sophia Bartlow Scholarship, to be administered as in years past by the Scholarship Foundation of Santa Barbara and awarded to a college-bound student/surfer with an outstanding public service record.

\*The Groundswell Society is a 501(c)(3) non-profit public benefit organization founded by Jericho Poppler, Matt Meyerson, and Glenn Hening to establish a values-based influence on the world of riding waves. The Society's Federal Tax Id No. is 77-0577448.