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FOR IMMEDIATE RELEASE

**THE 2ND ANNUAL WINE, WAVES & BEYOND
CENTRAL COAST LONGBOARD SURF CLASSIC**

SAN LUIS OBISPO, CA, February 17, 2011— The 2nd Annual Wine, Waves & Beyond: Central Coast Longboard Surf Classic, June 2-5, 2011, will once again evoke the timeless realm of longboard surfing, the enchanting world of wine, and pleasure of local brewed beers.

Last year's event was an unqualified success, bringing in large crowds for all the events. Wine Spectator magazine wrote that Wine, Waves & Beyond celebrated “two of the Central Coast's most enticing assets, its surfing scene and its wineries. It was *Sideways* meets *Big Wednesday* at the inaugural Central Coast Longboard Surf Classic.”

WW& B features a series of events over four days at numerous scenic venues. On the Opening Night there is premiere of a surf film at the historic Fremont Theater in the charming town of San Luis Obispo. The next night, Barrel to Barrel showcases top-rated local wines and beers, delicious food tastings, a silent auction, original art, live music, and a bikini fashion show—at the Cliff Resort in Pismo Beach. On Saturday a five-course “Brew Master Dinner” is presented at the Cliffs Resort, pairing handcrafted Firestone beers with amazing dishes prepared by executive chefs from distinguished area restaurants, including the Gardens of Avila, The Marisol, Sea Venture, and Apple Farm.

On Sunday there is a longboard competition in Pismo Beach for men and women, as well as an amputee surfer heat. There will also be a special surf contest just for winemakers and brew masters. The all-day longboard classic will conclude with an awards ceremony and after-party at the oceanfront Sea Venture Restaurant in Pismo Beach. And all-day Sunday, right next to the Sea Venture, there is a classic Volkswagen exhibition, with prizes for the Best of Show in a variety of categories.

Proceeds are donated to Association of Amputee Surfers (www.ampsurf.org), an organization that strives to promote, inspire, educate, and rehabilitate those with

disabilities, especially veterans, through adaptive surfing and other fun and safe outdoor activities. WW & B was donated \$10,000 for Amp Surf in 2010!

Join in the festivities and be a part of the Central Coast's premier lifestyle event. For a complete listing of events and more information, please visit www.winewavesandbeyond.com. Please contact Charles Crellin at ccrellin@kingventures.net, or at 805.234.5163 for media inquiries.

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Located half-way between Los Angeles and San Francisco, in extraordinary San Luis Obispo County, our hotels are the gateways to pristine beaches, outstanding golfing, great family activities, unique shopping, artisan villages, classic beach communities, quaint towns, festivals, an array of cultural events, countless outdoor adventures, the world-renowned Hearst Castle, and so much more. San Luis Obispo County is also now widely considered one of the finest wine regions in the world, with over 300 wineries from Paso Robles to Edna Valley.