

## FOR IMMEDIATE RELEASE

### Wine Barrels

SAN LUIS OBISPO, CA, March 1st, 2011 – The board of Wine, Waves & Beyond, a benefit for AmpSurf, is pleased to announce the creation of the new event image, “Wine Barrels”. This is an original 30"x40" Oil on Canvas, which will be used as the visual signature for the 2011 event. The painting was created by Chris Pederson of Forever Stoked, and will be auctioned during the Barrel to Barrel event at the Cliffs Resort on Friday, June 3<sup>rd</sup>.

“We contracted Forever Stoked for this piece because of their local surf character. The painting is a fabulous depiction of the central coast lifestyle” said Mike Casola, Chief Operating Officer of Boutique Hotel Collection.

"I have always been amazed by the symmetry of vineyards, and have been looking forward to adding perfect waves to the scene. This collaboration with ‘Wine, Waves & Beyond’ was a great opportunity to realize that vision. I’m very pleased with the results and am looking forward to celebrating this event” said Chris Pederson, artist with Forever Stoked.

The Barrel to Barrel event, taking place Friday June 3<sup>rd</sup> will be thrilling. In addition to auction items inspired by a surf lifestyle theme, there will be 40 exceptional wineries, 5 local breweries, 12 amazing restaurants and a bikini fashion show. The bikinis have been donated by Chica Rica, a South Beach swimwear retailer. Music is being provided by fusion band, Matt Masih and the Messengers. Tickets are \$35 pre-sale and \$40 at the door.

The painting is currently on display at the Cliffs Resort. An online auction as well as silent auction on the art piece will conclude on June 5<sup>th</sup> at 12PM.

Tickets for Barrel to Barrel, as well as other events for Wine, Waves & Beyond can be found at [www.WineWavesandBeyond.com](http://www.WineWavesandBeyond.com).

#### **About AmpSurf**

*AmpSurf is a 501(c)(3) Non-Profit Organization, made up of amputees, veterans, friends and families of the disabled and depend on donations for our operation. Our Goal is to **Promote, Inspire, Educate, and Rehabilitate** people with disabilities, especially our veteran heroes through adaptive surfing and fun, safe, outdoor activities that all can participate in. Contact Dana Cummings at 805.441.5271, [dcummings@ampsurf.org](mailto:dcummings@ampsurf.org).*

#### **About Wine Waves and Beyond (WW&B)**

*This classic surf and wine event celebrates the best of San Luis Obispo County. Combining the fun, laid back atmosphere of our wine country and unique surf culture, enjoy four days of unforgettable events evoking the magic of wine and waves. These events take place at numerous scenic venues throughout San Luis Obispo County. All proceeds go to support the Association of Amputee Surfers (AmpSurf). WW&B*

was able to raise \$10,000 for AmpSurf in its first year, and continues to help support this amazing organization. Contact Brooke Mattingley at 805.556.3306, [brooke@cliffsresort.com](mailto:brooke@cliffsresort.com).

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#### About Forever Stoked

*Forever Stoked is a conscious grass roots company created by artists to spread positive energy through artwork. All accessories are made by friends and family of the artists in Morro Bay, California. Artists - Charlie Clingman, Jill Gisler, Chris Pedersen, Peter Pierce, and Jordan Haughey combine their love of surfing, nature, and passion for art to create amazing images.*