

# SURFER POLL 2010

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## **FOR IMMEDIATE RELEASE:**

### **THE MAULI OLA FOUNDATION (MOF) ANNOUNCED AS “AGENT OF CHANGE” AWARD RECIPIENTS FOR 2010 SURFER POLL PRESENTED BY SAMSUNG AND VERIZON WIRELESS**

#### ***North Shore Charity Promotes Awareness of Genetic Diseases and Support for Patients***

**SAN CLEMENTE, Calif. (November 16, 2010)** — *SURFER* Magazine is proud to announce this year’s Surf Poll “Agent of Change” award to James and Charles Dunlop, founders of the Maui Ola Foundation (MOF). The Foundation will benefit from the proceeds of VIP table sales, and their award will be presented on December 6, 2010 at the 40<sup>th</sup> annual event.

The Agent of Change award honors organizations and individuals who are working for the betterment of the surfing community. In previous years, Surfaid International’s Dr. Dave Jenkins and Surfers for Cetaceans’ Dave Rastovich have received this distinction.

In April 2007 the brothers founded The MOF with three goals: help find natural treatments for children with genetic disorders, raise community awareness about these disorders and potential treatments, and to help fund research companies that are working to uncover and help in the finding of a solution to these genetic diseases.

“It is a true honor to receive the Agent of Change Award and be recognized by the surfing community for the hard work of our staff and volunteers,” said Executive Director James Dunlop. “Although Cystic Fibrosis (CF) is the most common fatal genetic disease in the United States, it is sometimes referred to as the “lost disease” because it effects a relatively small population compared to diseases such as Cancer or Autism. The healing properties of the ocean have a positive effect on everyone, but a profound effect on CF patients. Surfing as a natural treatment for CF has raised significant awareness about this disease because of massive support from the Surf industry.”



From Left to Right: James Dunlop, Buttons Kaluhiokalani, Kala Alexander, Sunny Garcia, Tai Van Dyke, MOF Participants, Gavin Beschen, Michael Ho, Shawn “Barney” Barron

The MOF raises funds to support programs for kids and adults with life-threatening illnesses and disabilities. Their mission is to provide a direct and immediate option for



MOF Participant Surfing with Dave Post

children with genetic disorders an enjoyable and healthy way of life through natural treatments. “The daily routine of a CF patient like myself consists of a strict regimen of breathing treatments, chest therapy, and a whole lot of pills,” said Caleb Remington, MOF Member and MOF Participant. “There is one treatment that I love doing, and that is surfing. After a surf session I eat better, sleep better, and can stand on the beach and take a

deep breath. The Maui Ola Foundation is truly a blessing for the entire CF community because they bring awareness of this disease to a whole new level by taking patients with CF surfing.”

“The Maui Ola Foundation has proven what those in the surf community already know; that the ocean is a special place with many healing properties,” said *SURFER* Publisher Tony Perez. “Through The MOF’s research and hard work, we now know that kids with certain genetic illnesses greatly benefit from being in the ocean and that it helps treat certain diseases such as CF. *SURFER* Magazine hopes that by giving the Agent of Change Award to The MOF at this year’s Surfer Poll that we will help to enable the organization to raise awareness and continue educating the public.”

The 40th annual *SURFER* Poll presented by Samsung and Verizon Wireless will be held on Monday, December 6, 2010, at Turtle Bay Resort on Oahu’s North Shore. Attendance is by invitation only, but be sure to catch all of the behind-the-scenes and red carpet exclusives along with the event via the live webcast at [Surferpoll.com](http://Surferpoll.com) beginning at 7 p.m. Hawaiian time.

Follow *SURFER* Mag ([@SURFER\\_Mag](https://twitter.com/SURFER_Mag)) and SURFER Poll ([@Surferpoll](https://twitter.com/Surferpoll)) on Twitter for sponsor prize pack giveaways and updates on what’s going on in the surf world.

Special thanks to presenting sponsors, Verizon Wireless and Samsung, and additional supporters of the 2010 SURFER Poll: American Suzuki, Red Bull Surfing, Skullcandy, Pacifico, New Era, Peligroso Tequila, and the Vans Triple Crown.

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#### **About The Maui Ola Foundation**

The Maui Ola Foundation (MOF) was organized to promote education, awareness of genetic diseases and to increase research for genetic disorders. The MOF raises funds

to support programs for kids and adults with life-threatening illnesses and disabilities through social events such as music concerts, sports tournaments, galas, and other great events. We want to provide a direct and immediate option for children with genetic disorders an enjoyable and healthy way of life through natural treatments. For more information, visit: [www.mauliola.org](http://www.mauliola.org)

#### **About *SURFER***

In 1960, *SURFER* Magazine began as the original. After a long history of delivering provocative and insightful editorial features, revealing interviews and award winning state-of-the-art photography, *SURFER* remains the authoritative voice of the surfing world and thus earned the moniker "the bible of the sport." The *SURFER* brand has also grown to include [SURFERmag.com](http://SURFERmag.com), [Fantasy SURFER](#), [The Hot 100](#), [My SURFER Cover](#) and a myriad of *SURFER* message boards. All of these assets combine to make the *SURFER* network the most current and reliable channel of information to the surf community. The magazine is published by Source Interlink's [Action Sports Group \(ASG\)](#), which reaches more than 2 million active sports enthusiasts through an integrated network of magazines, online properties, events and television programming. [www.SURFERmag.com](http://www.SURFERmag.com)

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#### **About Samsung Electronics Co., Ltd.**

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