



Media Contact:

Huntington Beach Marketing and Visitors Bureau

Madison Fisher, Director of Marketing & Communications
Ph: 714-969-3492, ext 208, Madison@surfcityusa.com

Jamila Tahir, Communications Manager
Ph: 714-969-3492, ext 212, Jamila@surfcityusa.com

WORLD’S BEST ATHLETES, INCLUDING NASCAR’S JIMMIE JOHNSON AND SURFERS IAN WALSH AND DAVE KALAMA, TAKE ON HUNTINGTON BEACH

Huntington Beach, Calif., February 20, 2013 —The student becomes master on Monday, March 4th, when some of the world’s best athletes will attempt to “school” one another, all while showcasing their talents at three of California’s surf, ski, and speed hot spots including the Southern California destination known as “Surf City USA.”

First ever driver to win 5 consecutive NASCAR Sprint Cup Championships, Jimmie Johnson, champion snowboarder Todd Richards, and champion ski racer Daron Rahlves will learn how to surf in the famous Huntington Beach waves taught by surfing champion Ian Walsh and stand up paddler and big wave surfer Dave Kalama. Athletes will meet in downtown Huntington Beach at the Shorebreak Hotel, cruise along the Surfing Walk of Fame to give nods to the original surfing masters, including the “father of modern surfing,” Duke Kahanamoku, and then head to the beach to hit the swells.

Once they are out of the water, the athletes will quickly travel on to the Auto Club Speedway for a lesson on speed, and will round it off at Mammoth Mountain to tackle the slopes. These three locations have been selected with great discretion, as they are some of the most iconic spots within the state for their respective sports. Once again, Huntington Beach stands out as the place to be for perfect waves and iconic surf culture.

The men will be pushed to their limits to tackle new adventures and obstacles, whether it be teaching or learning, they are out to prove that once a champion, always a champion, no matter what one has to face. In the short span of 24-hours they will surf, ski, and race, showcasing all that California has to offer in sports, adventure and the great outdoors, that it is all so close and easy to access. “California is the perfect playground for outdoor adventure – from the sea to the mountains and everywhere in between,” said Visit California President and CEO Caroline Beteta. “Not only does our state offer an amazing abundance of desirable vacation activities, but it’s one of the only places where you can combine all your passions in one place and often in one day!” Beteta will be visiting the action at all three locations.

To follow along and obtain up-to-date information on this exciting victory tour with Jimmie Johnson, Daron Rahlves, Todd Richards, Bruce Irons, and Dave Kalama, use hashtag #onlyinCA on Twitter. All participants will be available to media before and after each activity, and Steve Bone and Caroline Beteta will be available after the surfing portion. If media would like to attend this event in Huntington Beach on March 4th, please contact the PR department at the Huntington Beach Marketing and Visitors Bureau.

About the Huntington Beach Marketing and Visitors Bureau

The Huntington Beach Marketing and Visitors Bureau is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California’s premier coastal destinations, Huntington Beach is the ideal location for a [California family vacation](#), relaxing weekend getaway, or [group conference](#).



With 10 miles of wide-open sandy California beaches, [Huntington Beach](https://www.huntingtonbeach.com) is a destination of choice for vacationers and business travelers alike. To plan your *Surf City USA*[®] vacation, or to learn more about Huntington Beach, visit the Huntington Beach Marketing and Visitors Bureau website at www.SurfCityUSA.com or call 800-729-6232.

###

Surf City USA[®] is a registered mark of the Huntington Beach Marketing and Visitors Bureau.