



Surf Till 100 Makes Waves In Environmental Conservation

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Princeville, HI based Surf Till 100 is excited to announce that they have launched a campaign to support the environmental conservation efforts of Save The Waves and Reef Guardians Hawaii.

Tom Woods, Co Founder of Surf till 100 and President of Reef Guardians Hawaii states, "The Surf Till 100 and Heart Wave Adventures Team, as surfers for the majority of our lives who possess an intimate relationship with Mother Nature for over 200 years combined, are supporting the activities of Save The Waves and their establishment of World Surfing Reserves and Reef Guardians Hawaii in the education of present and future environmental stewards. On our journey to assist our fellow man, our mission includes taking positive transformative action?and inspiring others to take action?in order to address urgent threats to our planet's health and the possible extinction of mankind itself."

As they state on their website, Save The Waves considers it their mission to protect, "coastal ecosystems around the world in partnership with local communities, utilizing a unique combination of protected areas, economics, and direct action." Given that the organization places a special emphasis on the protection of the world's most beautiful surfing locales and coastlines through their World Surfing Reserves (WSR) program,

they are a natural fit for Surf Till 100 to partner with.

Woods says, "We've been surfing for most of our lives and we know exactly how much a beautiful and healthy ecosystem benefits the sport. Due to this, we consider it our duty and privilege to support WSR in its efforts to seek out and sustain the most outstanding waves, surf zones, and surrounding environments around the world." According to Save The Waves, WSR, "serves as a global model for preserving wave breaks and their surrounding areas by recognizing and protecting the key environmental, cultural, economic, and community attributes of surfing areas."

As WSR's activities are enacted in partnership with local communities, there are several criteria that need to be fulfilled before a surf zone is designated a WSR site. Once a community submits an inquiry to have their location considered, WSR investigates whether the site features a globally-significant surf spot or outstanding series of surf breaks, a set of unique environmental characteristics along with clear avenues to protect them, rich surf culture and history, and, perhaps most importantly, a strong foundation of community support. Interested parties may look up further details by visiting Surf The Waves' official website.

Similarly, Reef Guardians Hawaii (RGH) states that they are, "composed of seasoned, professional organizational leaders, ocean researchers, community leaders, students, and the ocean user community that love and take responsibility for our near-shore ecosystem." The organization makes it their mission to raise awareness of the valuable local reef environment and the measures that can be taken to protect it. In particular, they reach out to local youth in an effort to instill a respect and awe for the marine environment, teaching them how to be, "responsible caretakers for our marine community."

RGH also carries out ongoing testing of Hawaii's marine environments, including the region's coastlines, reefs, and rivers, to stay up to date on the status of native ecosystems. This data, according to the organization, is also freely shared with other environmental protection agencies. For instance, they state, "We continued testing the waters of several rivers, including the Hanalei River, and discovered the presence of heavy metals like Nickel at rates 10-100 times the approved safety levels. Local and Federal government agencies have been alerted and we are working with them to resolve the issue."

Surf Till 100 is run by co-founders Jeff Hakman, Felipe Pomar, and Tom Woods, each of whom are widely regarded as legendary surfers and coaches. Highly involved with their community, they maintain a steadfast belief in helping their students achieve the "Culture of a Champion," a mindset that enables the individual to grow into a better and more conscientious version of themselves.

Woods asserts, "Through innovative heart based educational programs and collaboration with other Champions, we seek to promote the development of the sense of wonder and curiosity that inspires positive change, and communicate the importance of creativity and innovation as the keys to a sustainable way of life

when its aligned with respect for the Earth?s interconnected systems. We also try to spotlight critical issues and showcase solutions, motivate citizen involvement, wire and inspire social entrepreneurs to accelerate problem solving, and bring humanity into harmony with itself and nature.

Those who wish to learn more about the surfing group and their environmental drives may contact Tom Woods of Surf Till 100 to make further inquiries. Additionally, they may visit the respective websites of Surf Till 100, Save The Waves, and Reef Guardians Hawaii to read more about their activities and get involved with their conservation efforts.

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For more information about Surf Till 100, contact the company here: Surf Till 100 Tom Woods 415-967-2229 contact@surftill100.com 3737 KAWEONUI RD Princeville, Hi. , 96722

Surf Till 100

We are a collaboration of Champions taking responsibility for our fellow man and the Beautiful World we all share.

We help others to develop the Champion within with the Champions approach to Mastering the Basics of Life

Website: <http://www.surftill100.com>

Email: contact@surftill100.com

Phone: 415-967-2229

