

Surfrider Foundation Joins Forces with Protect Our Winters

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Dual Membership Allows Boardsports Enthusiasts To Protect Where They Play

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Founded three short years ago, Protect Our Winters has quickly established itself as the leading environmental voice in the snow sports industry. During that time the group has successfully worked to place several solar energy projects in rural communities, appeared before Congress on Capitol Hill, and inspired the environmentally themed film project "Generations."

For over twenty-five years the Surfrider Foundation has led in beach and coastal protection. As the original and largest non-profit in the action sports community, Surfrider Foundation been instrumental in keeping our coastal waters clean through their Blue Water Task Force program, and protecting world-class beaches and breaks such as Trestles from development.

"We couldn't be more thrilled to be teaming up with Protect Our Winters," says Surfrider Foundation CEO Jim Moriarty. "This is a great opportunity for outdoor enthusiasts to support two great organizations in protecting our playgrounds, be they sea or summit."

The Protect Our Winters / Surfrider Foundation memberships are just \$40 annually - a \$5 savings off buying both memberships separately. To sign up, simply go to protectourwinters.org.

About Surfrider Foundation

The Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches. Founded in 1984 by a handful of visionary surfers in Malibu, California, the Surfrider Foundation now maintains over 50,000 members and 90 chapters worldwide. For more information on the Surfrider Foundation, go to surfrider.org.

About Protect Our Winters

Protect Our Winters is the environmental center point of the winter sports community, united toward a common goal of reducing climate change's effects on our sport and local mountain communities. With over 25,000 supporters worldwide, POW re-invests contributions in educational initiatives, activism and supporting community-based initiatives that have tangible results. For more information, visit protectourwinters.org.