



## Pacific Beach Surf Shop and School



Dear Parents,

We at Pacific Beach Surf Shop are excited to share with you this year's Pacific Beach Surf School Summer Surf Camp program! Our environment at the Surf Shop right on the beach is the perfect setting to teach our youth.

We have evaluated our program and retooled our curriculum to use and integrate former World Surfing Champion Shaun Tomson's great book "The Surfer's Code" – 12 Simple Lessons for Riding Through Life! "Surfer's Code" is a handful of principles which we hope ultimately a young surfer will get some useful information and experience more enjoyment out of surfing!

In our efforts to encourage the youth of our community to excel, we have come up with a program to reward them for all their hard work and save you money on our Summer Surf Camp Program. It's called

The "A" Team – Good Student Rewards Program

- On week-long camps you receive \$10.00 off for every "A" on your report card and an additional \$10.00 off for straight "E's" for citizenship.
- For our popular 3-Day camps you receive \$5.00 off for every "A" on your report card and receive an additional \$5.00 off for straight "E's" for citizenship.
- As a bonus we will reward any child with Straight "A's" & "E's" on your final report card with a FREE 90 Minute Group Lesson!!!

Please see our flyer or call the shop for details at 858-373-1138. Due to the unique nature of this program, please do not book online. Pass this on or tell a friend, post on your Facebook or Instagram, we plan to have a lot of fun with this program and make this the best year ever for surf camps!

Our camps are not going to be the biggest in San Diego, which is not my goal. My goal is to have the best surf camp experience for your children. Our biggest competitors are running over 1000 children through their camps in 12 weeks. It's hard to give personal attention at that level. Our program is designed for only 180 children for 12 weeks. We can give so much more personal attention and creativity to our small groups. Our staff of instructor's chosen to lead these camps are among the best San Diego has to offer.

Those of you that know me, know how much I love surfing and how much I desire to have your experience here be special. Our management team of Chad James, Adam Smith, Amy Freeberg and Ron Nelson are very excited to serve your families this summer!

We look forward to talking with you.

Stay Stoked,

Randy Strunk