



540 Announces Woodie Week coming to San Diego

Woodie Week is coming to San Diego, California. Festivities begin September 16, 2004 with Wavecrest at Moonlight Beach in Encinitas. The fun then moves to Cardiff-By-The-Sea for the 9th Annual Hansen/Machado Surf Classic & Cardiff Beach Fair and wraps up with the Rob Machado Par 3 Charity Golf Experience on September 27, 2004. Spanning 12 days, including two weekends, this beach festival will incorporate live music, woodies, surfing, art shows, golfing, food, fun, street fairs and a film festival for the entire family to enjoy. This is a community event that will focus on a collection of activities to encourage a variety of participants from all over the world to come and enjoy the beautiful resources of San Diego's Coastal North County.

SAN DIEGO, CA ([PRWEB](#)) July 10, 2004 -- Woodie Week is coming to San Diego, California. Festivities begin September 16, 2004 with Wavecrest at Moonlight Beach in Encinitas. The fun then moves to Cardiff-By-The-Sea for the 9th Annual Hansen/Machado Surf Classic & Cardiff Beach Fair and wraps up with the Rob Machado Par 3 Charity Golf Experience on September 27, 2004. Spanning 12 days, including two weekends, this beach festival will incorporate live music, woodies, surfing, art shows, golfing, food, fun, street fairs and a film festival for the entire family to enjoy. This is a community event that will focus on a collection of activities to encourage a variety of participants from all over the world to come and enjoy the beautiful resources of San Diego's Coastal North County.

Scheduled events include:

* Rods and Woodies on 101	September 16, 2004
* Live Music	September 16-26, 2004
* Legends of Surf Exhibition & Lunch Outing	September 17, 2004
* Encinitas Street Fair	September 17&24, 2004
* Wavecrest	September 18, 2004
* San Diego Woodies Dinner	September 18, 2004
* Post-Wavecrest Buffet	September 18, 2004
* Youth Programs	September 17-26, 2004
* Wavecrest Surfboard Auction	September 19, 2004
* Film Festival	September 21-25, 2004
* Hansen/Machado Surf Classic	September 25-26, 2004
* Cardiff Beach Fair	September 25-26, 2004
* Art Show	September 25-26, 2004
* Golf Tournament	September 27, 2004

Woodie Week, with major markets including Los Angeles and San Diego, will be supported by regional and national TV; print and broadcast campaigns; online and radio promotions; on-site exposure and initiatives; POP; a national sweepstakes; and a direct mail component.

About Wavecrest

Wavecrest is the largest gathering of wooden-bodied automobiles in the world. Held each September at Moonlight Beach in Encinitas, California (15 miles north of San Diego), it draws up to 300 wooden-bodied cars for a weekend of car and surf-related activities. 2004 marks the 25th anniversary of Wavecrest and it promises



to be the biggest and best gathering ever. For more information please visit www.sandiegowoodies.com and click on "Wavecrest".

About the Hansen/Machado Surf Classic & Cardiff Beach Fair

For 8 years the best amateur surfers have competed in a very friendly atmosphere, great waves, and the patented Cardiff sunshine. The beach fair fits right in with the surf event; from the tunes on stage to the art, food, and surf-related goodies for sale. Come walk in the sand, maybe get your feet wet, see a little bit of local surfing history, and watch Rob Machado and his friends demonstrate their totally awesome surfing. Attracting nearly 300 competitors, this year we are looking into incorporating new divisions with Junior Women Longboard, Hall of Fame, Open Longboard, Menhune, Launch, Air Shows, Open Mens, and High School Scholastic Competitions. For more information please visit our web-site at www.robmachadosurflclassic.com

About the Rob Machado Par 3 Charity Golf Experience

Rob Machado, along with fellow surfers and a unique group of celebrities and athletes will tee it up for charity. Proceeds from The Golf Tournament and Silent Auction will be donated to: The Rob Machado Foundation – created to develop funding for music education programs in the local San Diego community in partnership with VH1's Save The Music Foundation, and; The Boarding for Breast Cancer Foundation – a non-profit, youth-focused education and fundraising foundation whose mission is to increase awareness about breast cancer, the importance of early detection and the value of a healthy lifestyle.

About Woodie Week

Spanning 12 days including two weekends, this beach festival will incorporate live music, food, surfing, rods & woodies, art shows, surf films, golfing and a variety of other "beach style" activities for the entire family to enjoy. This is a free community event that will focus on a collection of activities to encourage a variety of participants from all over the world to come and enjoy the beautiful resources of San Diego, California. Television, radio, print media, posters, programs, vendors, t-shirts, live music, refreshments, new, innovative product debuts and sampling, free giveaways, raffles, autograph signing, demonstrations, and opportunities to participate in competitions, games, and new sporting events are just a few exciting dynamics of this year's event.

About 540

540 Productions is your conduit to the youth market. A marketing agency, that fuses action sports, entertainment, and youth culture via unique concepts, promotions, and events offering an array of marketing services that include public relations, creative services, event marketing, licensing, trend research, and promotions. Based in San Diego, CA, 540 partners with brands, as well as agencies, to create, develop, and execute turnkey marketing efforts that increase brand loyalty, create visibility, and reinforce image. For more information or sponsorship opportunities, please contact Paul Myers at (760) 815-6909 or e-mail him at paul.myers@fiveforty.com.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).