

#STOP TRASHING WAVES



# join us

WORLD SURF LEAGUE IS DEEPLY COMMITTED TO OCEAN HEALTH AND WANTS TO INSPIRE EVERYONE TO JOIN THE PLEDGE TO STOP TRASHING WAVES. WE'RE BACKING UP OUR PLEDGE WITH SOME MAJOR NEW INITIATIVES CENTERED AROUND REDUCING OUR CARBON FOOTPRINT, REFUSING SINGLE-SERVE PLASTICS, AND LEAVING EVERY COASTLINE BETTER THAN WE FOUND IT.

TO MAKE INCREDIBLE WAVES OF IMPACT, WE'RE ASKING EVERYONE TO MAKE THEIR OWN COMMITMENT AND PLEDGE TO **#STOPTRASHINGWAVES**. YOU CAN STOP TRASHING WAVES IN SO MANY WAYS, LIKE RIDING A BIKE TO WORK, PICKING UP TRASH ON THE TRAIL, OR USING A HYDRO FLASK AT THE COFFEE SHOP.

NO ACTION IS TOO SMALL. IF ALL OF US MAKE A PLEDGE TO DO SOMETHING SMALL EVERYDAY, WE CAN MAKE BIG WAVES TO PROTECT OUR OCEAN AND PLANET.

## **JUNE 4**

#STOPTRASHINGWAVES CAMPAIGN KICK-OFF  
WSLPURE.ORG RELAUNCH

## **JUNE 8 (WORLD OCEANS DAY)**

PLEDGE & PADDLE OUT AMPLIFICATION

## **JUNE 15 (INTERNATIONAL SURFING DAY)**

GLOBAL PADDLE OUT

# make the pledge

ON JUNE 4, WE'LL ANNOUNCE OUR PLEDGE AND THE WSL PURE COMMITMENTS WE ARE TAKING TO PROTECT OUR OCEAN. WE'LL ALSO SHARE EXAMPLES OF HOW YOU / YOUR COMPANY / YOUR ORGANIZATION CAN TAKE ACTION TO JOIN THE **#STOPTRASHINGWAVES** MOVEMENT.

JOIN THE CREW AT WSL TO MAKE A PLEDGE TO PROTECT OUR OCEAN. LET'S DO THIS!

1. DECIDE WHICH ACTIONS YOU'LL COMMIT TO THIS YEAR
2. POST A PHOTO WITH YOUR BOARD AND SHARE HOW YOU'LL #STOPTRASHINGWAVES
3. KEEP YOUR WORD. STAY COMMITTED. THAT'S IT!

## WHAT YOU CAN DO

MAKE THE PLEDGE AND SHARE YOUR OWN CONTENT OR SIMPLY AMPLIFY OUR CONTENT PIECES ON YOUR CHANNELS BETWEEN JUNE 4 AND JUNE 15TH (INTERNATIONAL SURFING DAY)

**PLEDGE ASSETS & MEDIA KIT**

### PLEDGE EXAMPLE



← YOU AND YOUR BOARD

← YOUR COMMITMENT

← TAGS

# paddle out with us

TO DEEPEN YOUR COMMITMENT, JOIN WSL PURE ON A GLOBAL PADDLE OUT ON SURFRIDERS' INTERNATIONAL SURFING DAY. THE GOAL IS FOR EVERYONE, WHEREVER THEY ARE, TO PADDLE OUT ON JUNE 15 TO FURTHER EXPRESS THEIR COMMITMENT TO STOP TRASHING WAVES! WHETHER IT'S YOU AND A COUPLE FRIENDS OR THE WHOLE NEIGHBORHOOD, NO PADDLE OUT IS TOO SMALL. LET'S SHOW THE WORLD HOW WE ARE STEPPING UP OUR GAME!

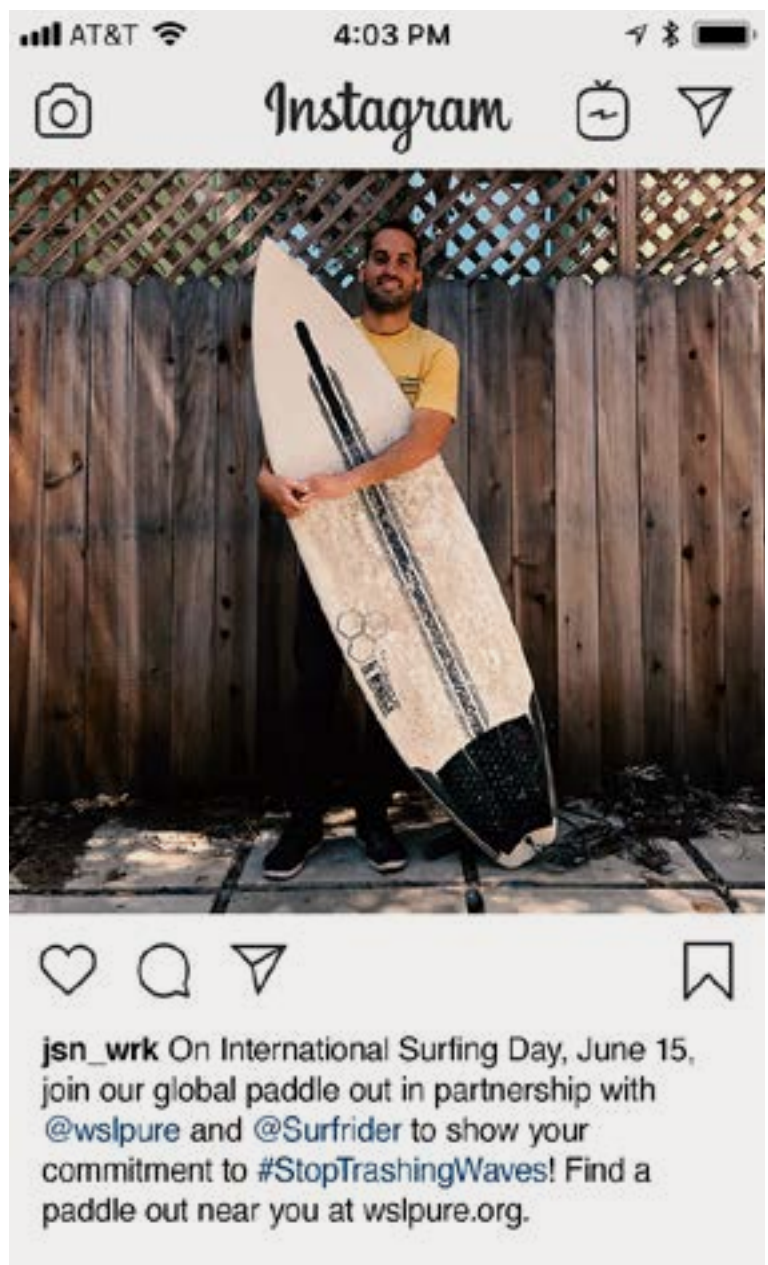
## WHAT YOU CAN DO

VISIT [WSLPURE.ORG](http://wslpure.org) AFTER JUNE 4 TO REGISTER YOUR OWN PADDLE OUT OR FIND A PADDLE OUT NEAR YOU. SPREAD THE WORD, PADDLE OUT WITH US ON JUNE 15 AND DON'T FORGET TO SHARE YOUR EXPERIENCE!

WHEN POSTING PICTURES AND VIDEOS, TAG [@WSL](https://www.instagram.com/wsl), [@WSLPURE](https://www.instagram.com/wslpure), AND [#STOPTRASHINGWAVES](https://www.instagram.com/stoptrashingwaves). EMAIL PADDLE OUT IMAGES AND VIDEOS TO [PURE@WORLD SURF LEAGUE.COM](mailto:pure@worldsurfleague.com) FOR A CHANCE TO BE FEATURED ON WSL CHANNELS.

**PADDLE OUT ASSETS**

### POST EXAMPLE



← YOU AND YOUR BOARD

← MESSAGING

← TAGS