LIQUID NATION BALL 8

JOIN US FOR JUST ONE NIGHT
AND SAVE A LIFE

SATURDAY, SEPTEMBER 17, 2011

Honoring the 2011 SIMA
Humanitarian of the Year
Shaney jo Darden
Co-Founder & CEO of
Keep A Breast Foundation

Presented by the SIMA HUMANITARIAN FUND

GLOBAL MEDICAL RELIEF URBAN YOUTH OUTREACH HEALTH EDUCATION & AWARENESS
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YOU CAN MAKE A DIFFERENCE

- NEARLY 1 IN 50 PEOPLE ARE LIVING WITH PARALYSIS IN THE U.S. WHICH IS APPROXIMATELY 6 MILLION PEOPLE.
- THE PREDICTED MEDIAN AGE OF SURVIVAL FOR A PERSON WITH CYSTIC FIBROSIS IS IN THEIR MID-30s.
- 20% OF ALL CHILDREN BORN IN SUMBA DIE OR ARE BRAIN DAMAGED BY MALARIA BEFORE THEY REACH THE AGE OF 10.
- TODAY, 1 IN 8 WOMEN WILL GET BREAST CANCER IN THEIR LIFETIME.
- 19% OF U.S. CHILDREN LIVE IN FAMILIES WITH INCOME BELOW THE OFFICIAL POVERTY MEASURE.
- NEARLY 1 IN 10 MENTAWAI CHILDREN DO NOT MAKE IT TO THE AGE OF FIVE, WHICH IS 15 TIMES THE DEATH RATE IN DEVELOPED COUNTRIES.
- THERE ARE 8.8 MILLION CHILDREN UNDER FIVE DYING WORLDWIDE EACH YEAR.

These harsh numbers are just a glimpse into the world Liquid Nation Ball beneficiaries fight to change. Whether it is saving a family the grief of losing their child to an illness as simple as diarrhea or giving an at-risk youth the opportunity to surf at a local beach instead of taking part in gang activities – you can make a difference. Your support and contribution to Liquid Nation Ball gives you the opportunity to make an impact globally for surf-related humanitarian causes. PLEASE JOIN US FOR JUST ONE NIGHT, AND SAVE A LIFE.

YOU ARE CORDIALLY INVITED TO ATTEND:

SATURDAY, SEPTEMBER 17, 2011
6:30 P.M. – 1:00 A.M.
6276 CAMINO DE LA COSTA,
LA JOLLA, CALIFORNIA 92037

LIQUID NATION BALL 8

Liquid Nation Ball is one of the surf industry's can't-miss events and a guaranteed sell-out! You'll join friends, surf industry legends and surf stars at the ocean-front home of Fernando Aguerre for an amazing night of dancing, live music, great food, open bar and a short live auction of one-of-a-kind items to benefit 13 surf-related humanitarian organizations.

WHY YOU SHOULD ATTEND

All proceeds from Liquid Nation Ball 8 will benefit 13 surf-related social and humanitarian non-profit organizations selected by the SIMA Humanitarian Fund Board of Directors for their efforts in areas such as spinal cord injuries, breast cancer education, malaria prevention, at-risk youth, mental health and autism.

TICKETS

Get your tickets today! Tickets are limited to 350 and will be sold on a first-come, first-served basis.

TICKETS: $300 per person
Purchase tickets online at www.liquid-nation.com or complete and return the enclosed RSVP form by August 26, 2011. Tickets will be mailed by August 29, 2011.

Comfortable shuttle service will be provided from Skullcandy in San Clemente and Hurley International in Costa Mesa. Please indicate your need for shuttle service on the RSVP card.

FOR MORE INFORMATION PLEASE CONTACT:

Surf Industry Manufacturers Association
Kelly Keenan, Events & Communications Coordinator
Phone: 949-366-1164 x3 Email: kelly@sima.com

2011 SIMA HUMANITARIAN FUND BENEFICIARIES

GLOBAL MEDICAL RELIEF

SurfAid International
Sumba Foundation
Waves for Water

URBAN YOUTH OUTREACH

Outdoor Outreach
Stoked Mentoring

HEALTH EDUCATION AND AWARENESS

Keep A Breast
Surfer's Healing
Life Rolls On
Jimmy Miller Foundation
AccesSurf Hawaii
Mauli Ola Foundation
Best Day Foundation
Cystic Fibrosis Foundation

SIMA Humanitarian Fund

HONORING THE 2011 SIMA HUMANITARIAN OF THE YEAR

Shaney jo Darden,

Co-Founder & CEO of Keep A Breast Foundation

Mixing her passion for the action sports industry, fashion design, fine art, and philanthropy, Shaney jo was naturally led to co-found The Keep A Breast Foundation (KAB), a non-profit charity organization that raises funds and support for breast cancer awareness. Taking plaster molds of women's (and men's) torsos, these casts are a trademark of the organization and are given to fine artists to paint, are shown in art exhibitions and then auctioned off with all proceeds going to KAB and other breast cancer awareness organizations. KAB is a unique foundation. With programs such as a Traveling Educational Booth hitting the road an average of 250 days a year to display at events such as The Roxy Jam, The Vans Warped Tour, and South by Southwest, Shaney jo can educate people face-to-face about breast cancer awareness.

As proof of her selfless attitude and conviction for the cause, Shaney jo has been honored with the Yoplait Champion Award as well as by the Alternative Press as one of the 25 most influential people in the music industry. Traveling the globe to raise awareness and funds for breast cancer, Shaney jo's dedicated efforts have led the charge in coining the famous, conversation-provoking phrase - "I love Boobies!" Shaney jo has exceled at her goal to bring a fresh approach to fundraising for breast cancer that is relevant and inspiring to today's youth.

SIMA HUMANITARIAN FUND BOARD OF DIRECTORS

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8 Argonaut, Suite 170
Aliso Viejo, CA 92656
www.sima.com

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Proudly underwritten by
Northern Trust

COVER PHOTO: TOM SERVAIS

LIQUID NATION BALL 8

TICKET PURCHASE FORM

GO PAPERLESS!

To purchase tickets online, please visit www.liquid-nation.com.

Name: _____

Company (if applicable): _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Phone: _____

☐ I would like to purchase _____ tickets at $300 each.

☐ I would like free round-trip shuttle service with pick-up at Skullcandy in San Clemente at 5:00 p.m. sharp!

☐ I would like free round-trip shuttle service with pick up at Hurley International in Costa Mesa at 5:00 p.m. sharp!
For more shuttle info, visit liquid-nation.com

☐ I am unable to attend, but wish to make a tax-deductible donation of $ _____ to the SIMA Humanitarian Fund.

☐ Check
All checks payable to SIMA Humanitarian Fund

☐ Visa

☐ MasterCard

☐ American Express

Card Number: _____ Exp. Date: _____ CVV#: _____

Billing Address ☐ same as above: _____

City: _____ State: _____ Zip: _____

Cardholder Name: _____

Signature: _____

RSVP no later than August 26, 2011. Tickets are limited and sold on a first-come, first-served basis. Tickets will be mailed by August 29, 2011.
Please fax RSVP to 949.454.1406 or mail to: SIMA Humanitarian Fund, 8 Argonaut, Suite 170, Aliso Viejo, CA 92656.

COME FOR THE BALL & STAY FOR THE WEEKEND!

Enjoy a weekend in La Jolla with special Liquid Nation Ball hotel rates listed below. La Jolla is famous for its beautiful beaches, exquisite hotels, one-of-a-kind shopping, fine dining and of course the legendary surf that hits La Jolla during the month of September. Enjoy the party at Liquid Nation Ball while raising support for 13 worthy organizations and also spend the rest of your weekend amongst the gorgeous scenery of one of the country's most affluent communities.

GRANDE COLONIAL
LA JOLLA — EST. 1913

GRANDE COLONIAL **Recommended*

910 Prospect Street
La Jolla, CA 92037
www.thegrandecolonial.com

Boasting commanding views of the California coastline, this landmark boutique hotel overlooks the shores of the Pacific Ocean and is ideally located just steps away from Blacks Beach and La Jolla Shores Beach. Guests will enjoy being walking distance to world-class shopping, dining and entertainment and only a short drive away from an abundance of golf, including Torrey Pines.

Standard Village:	$199
Partial Ocean/ Ocean View Standard:	$220
Ocean View Jr. Suites:	$259
Garden King Jr. Suites: (includes kitchenette)	$259

These special rates are available September 14-20. Please note there is a two night minimum. Make reservations by calling (800) 826-1278 or email info@gclj.com. Reference "Liquid Nation Ball" to receive these discounted rates. A limited amount of rooms will be held until September 2.

LA JOLLA
BEACH & TENNIS CLUB

LA JOLLA BEACH & TENNIS CLUB

2000 Spindrift Drive
La Jolla, CA 92037
www.ljbtc.com

A country club by the ocean, with hotel facilities that include a par-three nine hole golf course, 12 tennis courts, heated swimming pool and rooms on the sand, the La Jolla Beach and Tennis Club is a great destination for guests thinking about a family weekend getaway.

Beachfront One Bedroom Suite	$399
Beachfront Two Bedroom Suite	$499
Standard Hotel Rooms	$199

These special rates are available September 16-18 and there is no two night minimum required. Make reservations by calling (800) 237-5211. Reference "Liquid Nation Ball" to receive these discounted rates. A limited number of rooms will be held until August 19.

LIQUID NATION BALL 8

TRANSPORTATION OPTIONS

BOOK YOUR OWN SEDAN SERVICE

San Diego Car Service

LA COSTA LIMOUSINE
Reference "Liquid Nation Ball" to receive a 15% discount off hourly sedan service.
Call (760) 438-4455 to make a reservation.

Orange County Car Service

BEACH HARBOR LIMOUSINE
Reference "Liquid Nation Ball" to receive a 10% discount off hourly sedan service.
Call (949) 494-5466 or (800) 730-8686 to make a reservation.

COMPLEMENTARY SHUTTLE SERVICE FROM ORANGE COUNTY

Orange County Comfortable Shuttle Service

TRANSPORTATION FROM SOUTH ORANGE COUNTY
Departure Location: Skullcandy
724 S. El Camino Real San Clemente, CA 92672
Time of departure from San Clemente: 5:00 p.m.
Time of departure from La Jolla: 12:00 a.m.

TRANSPORTATION FROM NORTH ORANGE COUNTY
Departure Location: Hurley International
1945 Placentia "G" Costa Mesa, CA 92627
Time of departure from Costa Mesa: 5:00 p.m.
Time of departure from La Jolla: 12:00 a.m.