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WATERMAN AND ACTIVIST LAIRD HAMILTON URGES CITIZENS TO URGE PRESIDENT OBAMA AND CONGRESS TO “REINSTATE THE MORATORIUM”

San Clemente, CA (July 14, 2010) – The Surfrider Foundation’s Not The Answer Campaign has partnered with waterman and activist Laird Hamilton for a new public service announcement (PSA) created by WINDOWSEATpictures urging President Obama and congress to reinstate the moratorium on offshore drilling. Hamilton is featured in both 30- and 60-second PSAs running online and on-air.

The goal of the PSAs is to increase awareness about the situation in the Gulf of Mexico and encourage people to take action by writing the President and other elected officials asking them to reinstate the moratorium on offshore oil drilling.

Hamilton highlights that he’s accomplished tremendous feats, and that nothing scares him, except for the threat of another Deepwater Horizon disaster happening somewhere else off our coasts. He goes on to talk about how the Congressional and Executive moratoria have helped protect America’s coastlines for nearly 30 years, and that “the tragic and devastating spill in the Gulf of Mexico is sickening proof that offshore oil drilling is not the answer.”

“We’re all affected by offshore spills, from kids playing in the sand to people like Laird who define wave riding,” says Jim Moriarty, Surfrider Foundation’s CEO. “I love how this PSA illustrates the point that we should all be scared of man-made disasters of this magnitude, and that we should not stop until safeguards, like the moratorium, are back in place.”

“Our personal desire to preserve the environment, coupled with the saddening disaster in the Gulf, motivated WINDOWSEATpictures to help spread the message with Laird Hamilton and Surfrider Foundation,” says Moz Mirbaba, Executive Producer at WINDOWSEATpictures. “Our political leaders need to know that offshore drilling is Not The Answer and that it comes at a terrible cost to our wildlife and environment. This project is very near and dear to us. We support Surfrider Foundation and are proud to have been involved with this noteworthy movement.”

Laird Hamilton is known as the guiding genius of crossover board sports, and he is truly amazing in the water. The waterman in the true sense of the word is famous for doing all kinds of extreme things in the ocean from making epic long distance journeys on his ocean-going paddleboard to creating the fast forward speed sailing loop, to pioneering tow-in surfing – a method still used today to surf some of the world’s biggest waves. As an activist and advocate for our oceans, waves and beaches, he supports education and outreach within the community to protect our waters for future generations to enjoy.

Surfrider Foundation's "Not The Answer" PSAs with Laird Hamilton were made possible by the generous support from WINDOWSEATpictures, who provided filming and editing, and the Sierra Club who donated video footage from the Gulf of Mexico.

To view the PSA, please visit <http://www.youtube.com/user/surfriderfoundation>.

To learn more about Surfrider Foundation's Not The Answer Campaign and take action, visit www.nottheanswer.org.

To stay updated on Laird Hamilton's travels and accomplishments, visit www.lairdhamilton.com.

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 www.surfrider.org.

About WINDOWSEATpictures

Founded by Creative Director/Director Bill Kiely and Executive Producer Moz Mirbaba, WINDOWSEATpictures uses film and video to create marketing solutions to engage youth culture audiences. WINDOWSEAT's inventive take on production has garnered the appeal of major brands such as: Vans, Nike, O'Neill, REEF, Billabong, Anheuser-Busch, General Mills, Monster Energy Drink, Mattel, US Air Force, Maloof Money Cup, NBC, CBS, FUEL TV, and Fox Sports to name a few. For more information on WINDOWSEATpictures, go to www.windowseatpictures.com.

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