

**Media Contact:** Visit Huntington Beach  
Susan Thomas, Chief Marketing Officer  
Ph: 714-969-3492, ext. 213 | [susan@surfcityusa.com](mailto:susan@surfcityusa.com)

Jennifer Tong, Communications Coordinator  
Ph: 714-969-3492, ext. 217 | [jennifer@surfcityusa.com](mailto:jennifer@surfcityusa.com)



## SURF CITY USA STORY IDEAS

Huntington Beach is Surf City USA®! Discover the best of Southern California culture.

Offering the most authentic surf lifestyle, coupled with 10 miles of uninterrupted coastline, Huntington Beach is a welcoming town where visitors can feel at home on the sand. The attitude in Huntington Beach can only be described as laid back and easy going. Warm and mild temperatures and year-round sun offer the perfect setting for a wide variety of outdoor activities, fantastic shopping, unbeatable dining and lots of fun. With the most consistent waves on the West Coast and surfing as a way of life, this is the only place that can be called Surf City USA®.

### Surf City USA® -- the World's Surf Capital

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The crown jewel of the Huntington Beach's recreation system is among the walkable Downtown footprint and wide expanse of beautiful and spacious beaches, where crowds gather to witness over 50 surf competitions each year, including the biggest surfing and lifestyle competition – the Vans U.S. Open of Surfing. In addition, Huntington Beach is the birthplace of surfing fashion trends emanating from local companies including Quiksilver, Roxy, Huntington Surf and Sport, Jack's Surfboards and Surfline. Downtown Huntington Beach has been quoted as the "Times Square of the Surfing World" due to its abundance of action sport retail stores, the Surfing Walk of Fame, iconic Huntington Beach Pier, Surfers' Hall of Fame and the Huntington Beach International Surfing Museum (HBISM). With over 100 years of surfing history among its community, Huntington Beach began the next centennial chapter by breaking the GUINNESS WORLD RECORDS® for both "Largest surfboard" and "Most people riding a surfboard at once" on International Surfing Day, June 20, 2015. The surfboard now resides permanently outside the HBISM.

### Pacific City Offers Oceanfront Shopping and Dining Steps from the Huntington Beach Pier

Situated right on Pacific Coast Highway with unobstructed beach views, Surf City USA's newest shopping, dining, and lifestyle destination Pacific City debuted in November 2015, transforming the visitor experience in Huntington Beach. Pacific City's retail hub houses 191,000 square feet of unique shops and eateries. Inspired by modern craftsman beach bungalows, Pacific City also features patio dining, seasonal outdoor movie nights, and inviting spaces to hang out and simply enjoy the oceanfront view.

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Pacific City's unique artisanal market and California culinary experience, LOT 579, combines multiple food purveyors under one roof. Serving everything from gourmet sandwiches to the freshest ocean-to-table seafood, fish tacos to Australian meat pies, artistically brewed coffee to the perfect combo of a delectable burger and a cold craft beer, cold pops, homemade ice cream, sweet baked treats and so much more.

### **"Life's a Beach" for Man's Best Friend**

Huntington Beach is known as Surf City USA for its year-round consistent waves and a surf culture like none other. But in HB, surfing is not just for the bronzed and buff surfers - surfing in Huntington Beach has gone to the dogs...literally! Every September, dogs hit the waves for the Surf City Surf Dog event which takes place at Huntington Dog Beach. These pups don miniature life vests to "hang 20" as they mount surfboards and compete in a full-fledged surf competition! The dogs are separated by weight class (to keep it fair) and include all types of dogs from pugs and bulldogs to golden retrievers and Labradors. For those looking to be surrounded by thousands of corgis, SoCal Corgi Beach Day is a bi-annual event that features a costume contest, kissing booth, talent show, and more for owners and dog-lovers alike.

### **Beach Bonfires – the Hottest Thing on the Sand in Surf City USA**

After soaking up the sun on the sand, there's no better way to end the day than sitting in the glow of your bonfire, watching the sunset over the Pacific Ocean.

With over 500 concrete fire rings, Huntington Beach is one of the very few places on California's coast where you can still build a bonfire and enjoy s'mores – that simple yet incomparable combination of toasted marshmallows and chocolate pressed between two graham crackers. Simply purchase your firewood and fixings from your hotel or from a beach concessionaire, grab the family and friends, then head back to Surf City's sands!

### **It's Forever Summer with Events in Surf City USA®!**

Close your eyes and dream of Southern California and it looks just like Huntington Beach. Unlike other beach destinations, Surf City thrives throughout the year – not just in the summer months. Some would even say it's an endless summer. All year-round, Huntington Beach plays host to hundreds of events and those don't even include our surf contests! Just to name a few – a professional beach volleyball tournament, weekly street fairs and farmers markets, car shows, a beachfront marathon, and an airshow take over our sandy footprint within our event calendar. Surf City USA has it all, 365 days a year!

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### [Catch a Wave at the Vans U.S. Open of Surfing](#)

Do you need one more reason to call Huntington Beach “Surf City USA”? How about the largest professional surfing competition and lifestyle expo in the world – The Vans U.S. Open of Surfing!

Every year, Huntington Beach plays host to this 10-day event that brings together top surfers from around the world, as well as pros in skateboarding, and BMX biking to compete in their respective sports, all centered around the famed Huntington Beach Pier. The U.S. Open takes place the first week of August annually.

### [About Visit Huntington Beach](#)

Visit Huntington Beach is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California’s premier coastal destinations, Huntington Beach is the ideal location for a California family vacation or relaxing weekend getaway.

With 10 miles of wide-open white sand California beaches, Huntington Beach is a destination of choice for vacationers and business travelers alike. To plan your Surf City USA® vacation, or to learn more about Huntington Beach, see the Visit Huntington Beach website at [www.surfcityusa.com](http://www.surfcityusa.com) or call 1-800-729-6232 for a free Visitors Guide.

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High-resolution photographs are available upon request.  
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