

SAILOR JERRY AND SURFRIDER AT THE DECK ON LAGUNA BEACH MEDIA ALERT

- WHAT:** Celebration of the successful culmination of SAILOR JERRY's Summer 2013 charity program benefitting the SURFRIDER FOUNDATION, featuring the presentation of a \$30,000 check of proceeds to representatives from THE SURFRIDER FOUNDATION. The SAILOR JERRY program donated fifty cents from every bottle of SAILOR JERRY sold at participating California retailers during the months of July and August and 25% of sales from limited-edition men's and women's T-shirts sold on the SAILOR JERRY website, <http://www.sailorjerryclothing.com/collections/mens/men-s-surfrider-benefit-tee-2013.html>
- A second donation check presentation of \$3,300 will be made to SURFRIDER FOUNDATION SOUTH ORANGE COUNTY CHAPTER from proceeds generated during the Inaugural *Sip and Shuck - Oysterfest* recently held at THE DECK ON LAGUNA BEACH. The sold-out event featuring champagne and oyster specialists attracted more than 300 supporters.
- WHEN:** Thursday, December 5
4:00 - 6:00 pm
- WHERE:** The Deck
697 Sleep Hollow Lane
Laguna Beach, CA
- WHO:** William Grant & Sons, Surfrider Foundation, The Deck on Laguna Beach

ABOUT SAILOR JERRY

Norman "Sailor Jerry" Collins, an independent spirit, piloted a three-masted schooner until the day he died. To honor his love for the sea, Sailor Jerry Rum partnered with Surfrider Foundation on its Summer 2013 program. Sailor Jerry is a Caribbean Rum blended with 100% natural spices and flavors, and inspired by the American tattoo legend Norman 'Sailor Jerry' Collins. Sailor Jerry Rum embodies the unapologetic attitude of the rum's namesake who was noted for saying "My work speaks for itself."

ABOUT SURFRIDER FOUNDATION

The Surfrider Foundation is a nonprofit dedicated to the protection and enjoyment of our world's oceans, waves and beaches through a powerful activist network. The Surfrider Foundation largely focuses its work on such issues as water quality, beach access, beach and surf spot preservation and sustaining marine and coastal ecosystems. Headquartered in San Clemente, CA, the Surfrider Foundation maintains a small staff, which works to support the organization's network of grassroots chapters.

ABOUT THE DECK ON LAGUNA BEACH

The Deck brings together coastal culinary creations featuring the freshest seafood with cocktails on tap, California wine and beer, just steps from the sand. The Deck is open for breakfast, lunch and dinner, and holds one of the most popular happy hours in South Orange County Monday-Thursday 4-6 p.m. with the Pacific Ocean as its backdrop. The Deck on Laguna Beach is located at 627 Sleepy Hollow Lane, nestled between the Pacific Edge Hotel and the Pacific Ocean, just off Pacific Coast Highway. For more information visit <http://www.thedeckonlaguna.com> or follow The Deck on <https://www.twitter.com/thedecklaguna> and <http://instagram.com/deckonlaguna>.

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