

SURF EMPORIUM

DETAILED EVENT INFORMATION

CELEBRITY SURF DAY in support of Missing Children South Africa

The Shocking Reality:

A child goes missing every five hours in South Africa. This adds up to a total of 1697 children. Fortunately, according to Missing Children South Africa's statistics, 77% of children are found. Sadly, this still leaves us with at least 23% of the children not being located. Trafficking in children is a global problem affecting large numbers of children.

According to UNICEF and World Concern some estimates have as many as 1.2 million children begin trafficked every year. "Children and their families are often unaware of the dangers of trafficking, believing that better employment and lives lie in other countries." The reality is shocking and undeniable – there is a tremendous demand for children to be traded into forced (cheap) labour or for sexual exploitation. The very scary reality is that it could happen to your child!

Missing Children South Africa provides a structure of re-active support to the family, authorities and other NGO's when a person goes missing as well as providing pro-active national awareness to children and their families, media, authorities, communities and schools.

Celebrity Surf Day for Charity (#CELEBRITYSURFDAY):

The Celebrity Surf Day is to raise funds for Missing Children South Africa. The support we have received from local celebrities who share in the passion for surfing and the children of our country has been most humbling.

Event Date: Saturday 10th September 2016

Event Location: Surf Emporium, Beach Road, Surfers Corner, Muizenberg, Cape Town

Charitable cause: All proceeds raised from the Celebrity Surf Day will go to Missing Children South Africa (NPO 067095 / PBO 930034181)

For more information contact: Roxy Davis 082 562 8687 or email roxy@surfemporium.co.za

Bidding online for a surf lesson with your favourite celebrity:

Anyone can bid for a surf lesson with their favourite celebrity. The bidding is done in the form of a 'Silent Bidding Auction'. Please read the Bidding Guidelines below to ensure you are successful in your bidding! All funds raised will go to Missing Children South Africa. You will also receive a donations receipt for your generous donation.

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Celebrity bidding will open on 18th August 2016 at 7am and will be open for one week only. Closing on 28th August 2016 at 7pm. You have the opportunity to submit a silent bid for your spot in the group lesson. Bid by sending an email to roxy@surfemporium.co.za. Please include your name, contact number, email address, your chosen celebrity or celebrities and your bid amount for each celebrity of your choice. Once your bid has been submitted you will receive a confirmation email and one of the Surf Emporium team will be in touch with you to confirm whether or not you have successfully secured your place in the lesson. You may bid as many times as you like and you may also bid for as many Celebrity surf lessons as you like. All celebrity surf lessons start at different times throughout the day.

Successful Bids will be announced on the evening of the 28th August 2016. Each successful bidder will receive a confirmation email indicating their successful bid. They will also receive a detailed schedule, indemnity form, map, what to pack list and any additional information required. Each celebrity surf lesson is 90 minutes in length. The lesson is a group lesson with no more than ten participants per group. All celebrity surf lessons will be hosted by Surf Emporium, South Africa's leading Surf and SUP School. Surf Emporium is accredited by Surfing South Africa. Two of Surf Emporium's professional and qualified surf instructors will guide the lesson. All lessons include the hire of your surfboard and wetsuit as well as the use of the Surf Emporium's spacious facilities with separate male and female change rooms, lockers and hot showers in each. Each participant will have access to unlimited downloads of high resolution images from the days events.

Bidding in four easy steps:

Step 1: Bidding opens at 7am on the 18th August 2016 and closes on the 28th August 2016 at 7pm

Step 2: Look through the celebrity list and choose your favourite celebrity or celebrities

Step 3: Complete the online bidding form by visiting www.surfemporium.co.za and complete your celebrity selection with your bidding price -

Step 4: Once the bidding closes the winners will be contacted directly and the list of participant names will be released on the Surf Emporium Website

Please note T&C's:

- A confirmation email will be send to you confirming receipt of your online bid.
- If your bid does not enter into the top ten category for your chosen celebrity or celebrities we will send you a follow up email to notify you and you can decide if you would like to bid again
- You may bid for as many celebrity lessons as you like and you may bid as many times as you like (please see the draft lesson schedule below).
- Successful bidders will have 48 hours to make payment.

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- All deposits will be paid directly into the Missing Children South Africa Account.
 - If a bidder has not made payment after the 48 hour window, the next highest bidder will be notified and the place be given to the next successful bidder.
 - All successful bids are recognised as "Donations" towards Missing Children South Africa.
 - Missing Children South Africa will issue Donations Receipts to each successful bidder.
 - All money raised will be paid directly into the Missing Children South Africa bank account.

Join your favourite Celebrity for a Surf Lesson:

The following celebrities have kindly contributed their time to be part of this amazing cause. Bid to take a lesson with any of the following celebrities:

- Nik Rabinowitz - South Africa's funniest Jewish Xhosa speaking comedian, actor and author
- Deon Bing - KFM Radio personality and creator of Bing's Brew Craft Beer
- Roxy Davis - 8 times South African Surfing Champion and founder of Surf Emporium
- Dr Michael Mol - Medical Doctor, TV presenter, former Mr South Africa and one of the founders of Hello Doctor
- Dale Steyn - South African international cricketer and one of the worlds greatest fast bowlers
- Dr Helgo Schomer - Psychologist, UCT Distinguished Teacher and Radio Shrink on the Redi Thlabi show on Talk Radio 702/567 Cape Talk

Sponsor a Waves for Change child to participate in the celebrity surf day:

Sponsor a child from the **Waves for Change Surf Therapy Programme**. Your Sponsorship will afford one of the Waves for Change children to join the celebrity surf lesson with their favourite celebrity. Give a deserving child the opportunity of a lifetime. The Waves for Change student will receive a 90 minute surf lesson within the group with a celebrity. All equipment is included as part of the lesson as well as use of the Surf Emporium facilities. All funds donated to sponsoring a Waves for Change child go to Missing Children South Africa. Missing Children South Africa will provide you with a donations receipt for your generous donation. There are 10 places available for Waves for Change children. The minimum donation fee is R500 per child and our target is to raise R5000 for each sponsored child. Changing lives one wave at a time.

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Memorabilia Silent Online Auction:

All proceeds raised from the Celebrity Surf Day Memorabilia auction will go to Missing Children South Africa. Memorabilia to be auctioned includes:

1. Julian Wilson's signed surfboard (Julian Wilson is an Australian Pro Surfer competing on the World Surf League and currently placed 9th in the world)
2. South African cricket shirt signed by the current Protea test cricket team
3. A Quiksilver rash vest signed by all celebrities participating on the day