



## **CELEBRATING FIFTY YEARS OF LONGBOARD SURFING IN AUSTRALIA 1956-2006**

On 22<sup>nd</sup> November 2006 City Beach will proudly celebrate fifty years of Longboard surfing in Australia.

The surf and skate retailer, recently purchased the collection of historical Malibu surfboards owned by the 'Godfather' of Australian surfing photography Jack Eden.

The City Beach Warringah Mall store will become the new home to the boards that will be permanently displayed alongside other surfing memorabilia from the 1960's.

Warringah Mall, located at Brookvale in Sydney, is an appropriate home for the collection as New South Wales is the heart of the surfboard manufacturing industry and four of the boards from the collection were built in New South Wales.

Surfing in Australia first rose to prominence in 1956 during the finale of the Surf Life Saving Movement's International competition at Torquay, Victoria, when top American and Hawaiian surfers including Greg Knoll and Tom Zahan impressed onlookers with a demonstration of Malibu board riding.

Spectators at the event were amazed with the display. The surfers had the crowd in awe with their manoeuvres, from walking the boards to hanging ten. Little did they know these early displays would inspire generations.

The same demonstration was then given at Bondi and Manly, and the Malibu board rapidly became a success and demand from the Australian public for the new surfboards was overwhelming.

The Malibu surfing revolution kicked off a lifestyle that would define a major part of Australia's youth culture, and by preserving Jack Eden's major collection, City Beach are ensuring that surfing's rich history will not be forgotten.