

# Press Release

October 2010



# The only community for gay surfers

- ✓ Launched in March 2010
- ✓ + 2150 members in 6 months
- ✓ Members from 76 countries worldwide

Community membership is anonymous, free, and secure.

Among the site's offerings are :

- Worldwide geo-specific groups and surf-talk forums
- Search for other gay surfers
- Send private messages.
- Plan surf trips with other members
- Interactive gay-friendly surf world map updated by the members themselves.

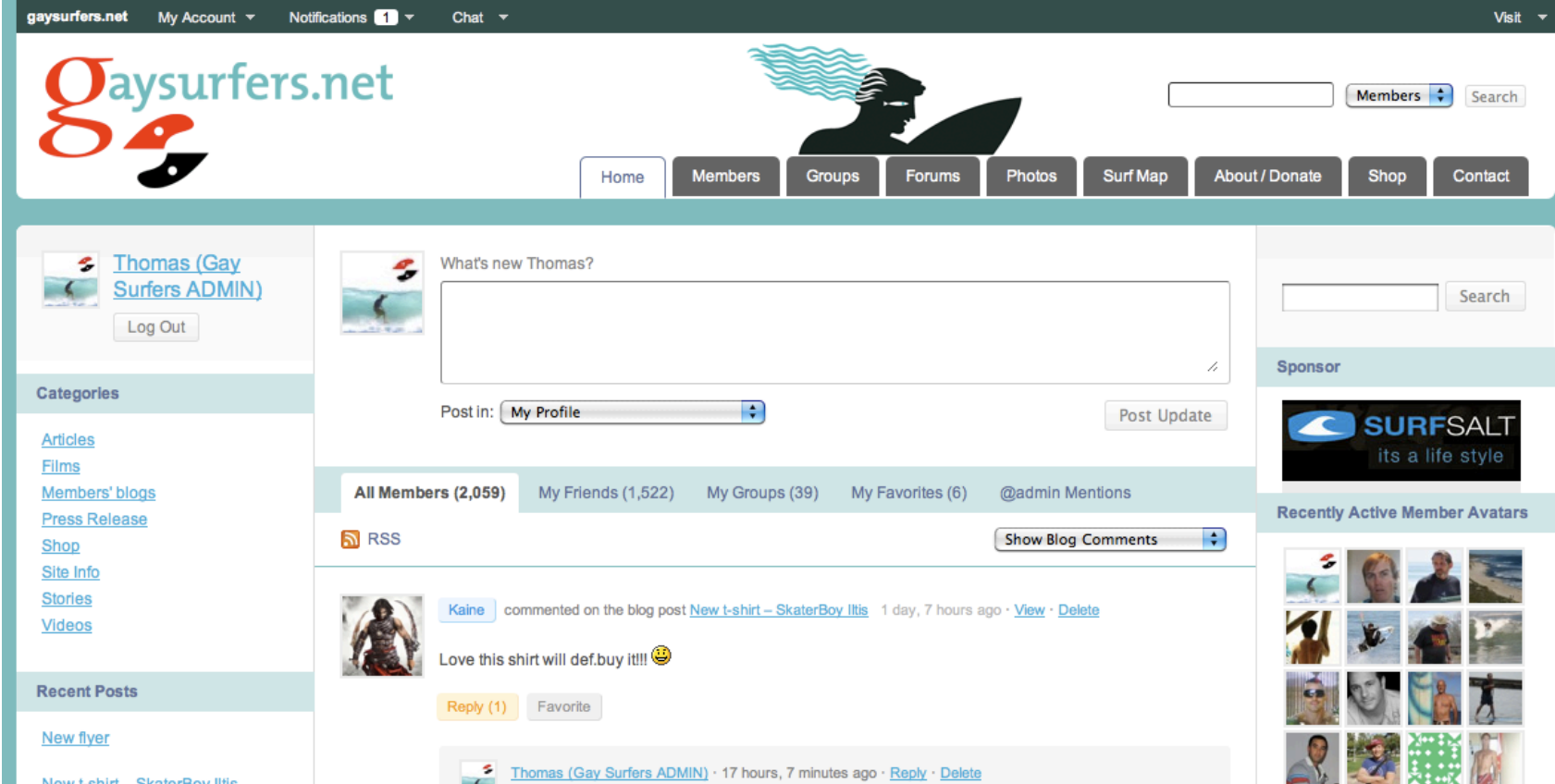
# GaySurfers.net Connects Queer Surfing Culture

Gay, especially gay men, have traditionally not held much of a presence in the surfing world – closeted, largely due to a tilt towards homophobia within the sport. Enter [gaysurfers.net](http://gaysurfers.net), a rapidly growing new social site, with members from 76 countries worldwide, aiming to connect other that share the same passion, face similar issues and provide more solidarity among gay surfers worldwide.

About time!



# Website



The screenshot displays the homepage of the website **gaysurfers.net**. The top navigation bar includes links for **My Account**, **Notifications** (with a count of 1), **Chat**, and a **Visit** button. The main header features the site's logo, a search bar, and a **Members** dropdown menu. Below the header is a horizontal menu with buttons for **Home**, **Members**, **Groups**, **Forums**, **Photos**, **Surf Map**, **About / Donate**, **Shop**, and **Contact**.

The main content area is divided into three columns. The left column contains a sidebar with a user profile for **Thomas (Gay Surfers ADMIN)** and a **Log Out** button. Below this is a **Categories** section with links to **Articles**, **Films**, **Members' blogs**, **Press Release**, **Shop**, **Site Info**, **Stories**, and **Videos**. A **Recent Posts** section at the bottom of the sidebar shows a post titled **New t-shirt - SkaterBoy Itlis**.

The central column features a post by **Thomas** with the text "What's new Thomas?". Below the post is a **Post in:** dropdown menu set to **My Profile** and a **Post Update** button. A horizontal navigation bar below the post shows **All Members (2,059)**, **My Friends (1,522)**, **My Groups (39)**, **My Favorites (6)**, and **@admin Mentions**. An **RSS** feed icon and a **Show Blog Comments** button are also present. The comments section shows a comment by **Kaine** on the blog post **New t-shirt - SkaterBoy Itlis**, dated "1 day, 7 hours ago". The comment text is "Love this shirt will def.buy it!!! 😊". Below the comment are **Reply (1)** and **Favorite** buttons. At the bottom of the comments section, a comment by **Thomas (Gay Surfers ADMIN)** is shown, dated "17 hours, 7 minutes ago".

The right column contains a **Sponsor** section for **SURFSALT** with the tagline "its a life style". Below this is a **Recently Active Member Avatars** section displaying a grid of 12 small profile pictures of active members.

# Free membership

Join for free...get wet with:

Worldwide geo-specific groups  
and surf-talk forums—guys or girls.

Search for other gay surfers.  
Send private messages.

Plan your next surf trip... meetup there with  
other gay surfers to paddle out with.

Discover gay-friendly surf spots  
around the world.

“The Only Gay Surfers Community”

Sorry, this aint no sex site.



# 2150 site members

76 Countries	Count	%
USA	622	30.00%
Australia	585	28.20%
Brasil	260	12.50%
France	213	10.30%
UK	68	3.30%
South Africa	43	2.10%
italia	32	1.50%
Canada	27	1.30%
Germany	20	1.00%
india	14	0.70%
Spain	13	0.60%
indonesia	12	0.60%
New Zealand	11	0.50%
Netherlands	10	0.50%
Mexico	9	0.40%
Belgique	7	0.30%
Costa Rica	7	0.30%
Malaysia	7	0.30%
Portugal	7	0.30%
Others	109	5.29%
<b>TOTAL</b>	<b>2076</b>	<b>100%</b>

Male	93%
Female	7%

Gay	100%
Surfers	100%

+400 Facebook fans

<http://www.facebook.com/gaysurfers>



The screenshot shows the Facebook profile of GaySurfers. The profile picture is the GaySurfers logo, which features a stylized surfer silhouette with a red wave above it. The cover photo is a black and white image of a person surfing. The page has a blue header with the Facebook logo and a search bar. Below the header, there are tabs for Wall, Info, JOIN, SHOP, Photos, and CONTACT. The main content area shows a post from GaySurfers + Others, dated Friday at 10:45pm. The post includes a link to a new GaySurfers t-shirt and a link to the GaySurfers' Shop. The post also has a comment from a user named 'GaySurfers' stating '2030 members!!! Who would have thought there was so many of us???' and a link to the website.

# Testimonials

- Thanks. I hope this site takes off. Plenty of gay surfers in Cali (...) it's a cool idea for meeting others from around the world. **RICK***
- Thanks. This site is going to get BIG. Great to talk with other surfers out there. **Bastian***
- Im sure I will like it thanks for this, is been a long time coming.... **JEFF***
- I first want to say Thank you so much for your site! It's grown since i have joined 5 days ago.. Wow!*  
•*my Facebook never felt so Lonely.. Ha! Thanks again Guy... Aloha Nui Loa.. **Michael***
- Thanks. I hope this site takes off. Plenty of gay surfers in Cali.... it's a cool idea for meeting others from around the world.*
- Hi, Well done for your website ! You 've made a very good job ! **Stephane***
- (...) its a very unique site you've got going and i support its existence 100%. quite honestly, i was hoping to see as many near naked butt shots of guys as i see near naked butt shots of girls in most surf magazines and websites - but thus far, you've kept it classy.*  
•*congrats and i do hope this site reaches as many people as possible! **AI***
- Hi I just wanted to thank you for providing a site like this. I was so excited to come across this web-page. I have been wanted to find a social network for gay surfers for years and could never find anything(...) **Ryan***
- thanx a lot for organizing this website. During the last 3-4 years I've been looking for something like that on the web.*

# Current happenings



## GS promotion during external events

- » CoastOut Festival Coffs Harbour – Oct 2010
- » Distribution of 500 t-shirts and 1000 flyers



## Production of content

- » Video clips documenting each events
- » T-shirt and surfboard design competition



## Worldwide community meetings

- » Monthly GaySurfers' night in a bar in Honolulu



## Get together Surf sessions

- » Sydney, Los Angeles, Hawaii



# T-shirt design competition



# Contact

Please do not hesitate to contact me if you need any materials:

- High resolution photos
- Logos

*(More information available on request)*

Email Thomas:  
**info@gaysurfers.net**

