

A Life Shaped by Surfing

Surf icon and SUP pioneer Gerry Lopez reflects on 50 years of surfing, paddling and boarding in expanded story collection

Surf Is Where You Find It by Gerry Lopez

The saying goes, “the second best thing about surfing is talking about it afterward.” Gerry Lopez, one of the most revered surfers of all of time, brings readers into the intimately personal sport with *Surf Is Where You Find It*, a collection of stories that recount harrowing waves, epic wipeouts, and heroes encountered over a lifetime of surfing.

From growing up in Hawai'i in the '50s and '60s, to finding the tube in the early days at Pipeline, to pioneering legendary spots like Uluwatu and G-Land in Indonesia, Lopez has traveled for surf the world over. But for him, it is the people that stood out the most. Originally published in 2008, *Surf Is Where You Find It* preserves memories of surf eras gone by, and commemorates those who helped shape the surfing world of today.

Now, seven years and more than 25,000 copies sold later, Patagonia is re-launching the surfing classic in a fully revised and expanded edition. Three times as many photos, many of them never-before-seen shots from Lopez's personal collection, and 38 short stories (including seven new ones) spotlight those who have been influential in the sport—surfing any time, anywhere, and in any way. An innovator in stand up paddle, one of the fastest growing water sports in the world, Lopez also shares his stories about pioneering that sport. The book includes forewords by professional surfer Rob Machado and *The Surfer's Journal* founder Steve Pezman.

About the Author

Gerry Lopez, aka “Mr. Pipeline,” is considered the greatest tube-riding surfer ever and is hailed for singlehandedly changing the sport. He made his reputation at Pipeline, redefining the art of tube-riding on the North Shore of O'ahu. He went on to a lifelong career in surfing, snowboarding, and Stand Up Paddle.

He co-founded Lightning Bolt® Maui surfboards and was instrumental in developing the high-performance shortboard. He has also appeared in many films including “Conan the Barbarian” (1982) as Arnold Schwarzenegger's sidekick and surf documentaries like “Riding Giants” (2004).

Today, he tests clothing and gear for Patagonia as a Surf Ambassador and lives with his wife and son in Bend, Oregon, where he splits his time between surf and snow. His surfboards remain in high demand, in addition to the snowboards he builds.

SURF IS WHERE
YOU FIND IT



Gerry Lopez

Forewords by Rob Machado
and Steve Pezman

BOOK DETAILS

Surf Is Where You Find It
by Gerry Lopez

GerryLopezSurfboards.com

Patagonia

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Memoir

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PR BY THE BOOK

Story Ideas

- Mr. Pipeline reflects on 50 years of surfing and the colorful cast he has met along the way
- The Church of the Open Sky: Gerry's spiritual path of yoga and surfing
- How yoga shaped a surf icon
- The SUP Revolution: How the latest aspect of surfing has impacted the sport and our regard for lakes and rivers
- "Keep paddling because there's always another wave coming." Surfing as a metaphor for life, and the lessons Gerry has learned learned on the board
- The Lopez Rules of Surfing: 1) Surf to surf tomorrow, never surf like there's no tomorrow. 2) Pace yourself: Sitting in the lineup is always better than sitting on the beach. 3) Don't talk in the lineup unless you want to get caught inside.

Praise

"Gerry Lopez writes as beautifully as he bottom turns. Whether he is talking about growing up barefoot during the sugarcane days of Hawai'i, wild experiences with some of the greatest characters in surfing's history, or early uncharted excursions to the best waves in the world, every story has something the readers can apply to their own life. *Surf Is Where You Find It* made me proud to be a surfer." —**Jack Johnson, singer-songwriter**

"*Surf Is Where You Find It* is a collection of stories, some only a page or two long, some six or seven pages, but all told with Gerry's sharp eye for capturing the eccentric essence of both some of the least-known as well as the best-known legends of the sport." —**SurferToday.com**

"*Surf Is Where You Find It* is a masterful and distinct approach to surf writing. Lopez's life is really the story of a surfing brotherhood between Lopez and his friends, and Lopez's own approach to surfing, bringing a *mahalo* spirit to the break. The book is a good read and one that every surfer should have on their bookshelf, if only to remind themselves that whether they're shredding on a stick or (trying to) hang ten, the best surfer in the water is the one having the most fun." —**DailyStoke.com**



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