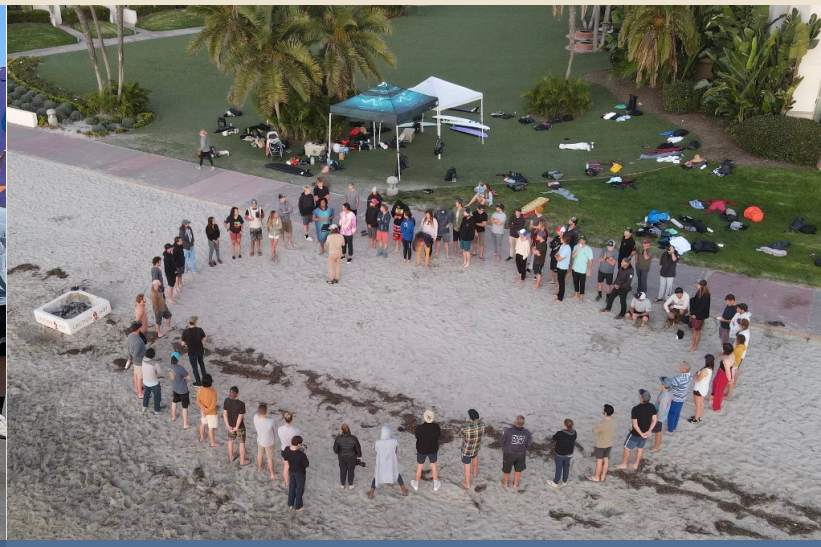
The CORE Project

COMMUNITY. OCEAN. RECREATION. EDUCATION.



We truly believe that everyone deserves equal access to a safe and reliable coastal playground.

The CORE Project's mission is to advance ocean safety through research, outreach & education.

Our work:

- Ocean Risk Management
- Water Rescue and Emergency Response Training
- Marine Safety Reporting Systems
- Safety Standards and Best Management Practices (BMPs) for Industry Stakeholders
- Surf Instructor Certifications
- Surf Etiquette Beach Signage + Training and Tutorials
- Surfer + Beachgoer Responsibility Campaigns
- Coastal Stewardship
- Public Advocacy

UNIQUE CHALLENGES:

According to research, the Global Surf Market is estimated to grow another **$2.74 billion** before 2024, yet this rapid growth has repercussions.

A USA-based surf industry study, published during the pandemic, estimated that the USA surfing population grew by over **2.2 million in a single year.**

Broken down, that's about **6,000** new people daily, many of whom lack adequate experience and ocean safety knowledge.

Annual statistics from the US Lifesaving Association (USLA) show a shocking **+260%** increase in total surf injuries within the last three years.

The recent spike in ocean water sports participation - coincided with a **68%** decline in safety lectures on open water or related environments in the last several years - adds exponential stress on lifeguards and marine safety resources and increases risks for surfers and ocean lovers.

Public safety is increasingly becoming an issue in many coastal cities. For example, the city of Oceanside's public safety spending increased by 39% from 2019-2021

That's why the CORE Project is working alongside community partners to implement widespread ocean safety measures that address these issues.

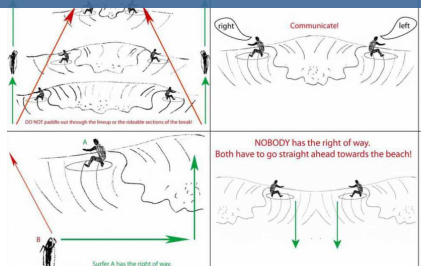
GET INVOLVED:

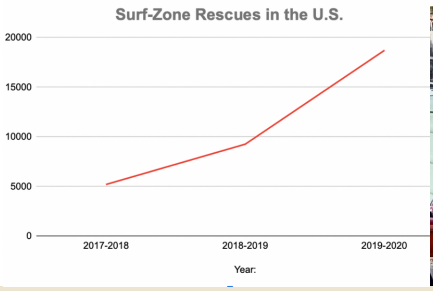
We're hiring! Pease contact us to learn more about job + volunteer opportunities and partnerships.

PHOTO: JIMMY WILSON

The CORE PROJECT is working with community partners like the Big Wave Risk Assessment Group (BWRAG) to engage international communities in ocean safety and risk management training.

In March of 2021, two surfers collided - resulting in one fatality and another traumatic brain injury - at Rincon Point, one of CA's most iconic and crowded surf breaks. Photo: Jeremiah Klein/The Inertia





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