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SURFING & FITNESS NEWS



Surf Ontario SUPing on Global News Tuesday July 28th

http://www.globaltoronto.com/video/index.html?releasePID=lzGKwa2RAq2aH6xhDy91_66YzkWHGo0l

Surf Ontario on Rogers TV: Exploring York Region.

Tune in the first week of August to see a SUP demo on Musselman Lake!

<http://www.rogerstv.com/option.asp?lid=12&rid=17&sid=3200>

Lake Ontario Swim Crossing: Colleen Shields

Colleen Shields will attempt to **swim across Lake Ontario** August 18th. The over 16 hour straight swim (most of it through the night) is an incredible feat by any stretch of the imagination. Colleen knows what to expect **as she has crossed Lake Ontario on two previous occasions!** Best of luck Colleen!



Weekly Sunday Morning Paddle - 8am at **Ashbridge's Bay**

http://www.surfontario.ca/weekly_sup_paddle.htm

Stand-up paddleboards gain popularity in Toronto

July 24, 2010

Jasmeet Sidhu



Mike Sandusky demonstrates his stand-up paddleboard at Marie Curtis Park on Saturday, July 24, 2010. Stand-up paddleboards, a West Coast staple, have become all the rage on Lake Ontario in the past several years, and continue to grow in popularity.

STEVE RUSSELL/TORONTO STAR

It's the closest thing to walking on water.

But you'd better keep your balance, or your tranquil glide along Lake Ontario could end with a splash and a soaking.

Stand-up paddleboarding is quickly becoming all the rage across the Great Lakes and gaining ground as the leisure sport of choice this summer in Toronto, over the familiar canoe and kayaks characteristic of the Canadian cottage scene.

"It's getting so popular. It's an easy thing to do and easy to pick up," says Mike Sandusky, founder of Surf Ontario.

"You get the feeling you're walking on water."

Originating in Hawaii decades ago, stand-up paddleboarding was designed by surf instructors to help people who could not pick up the traditional style of surfing. The boards were made thicker and wider and would-be surfers were offered paddles while standing on the boards to help them balance along waves.

Soon however, stand-up paddleboarding emerged from its surfing subculture into the mainstream with celebrities like Pierce Brosnan, Cindy Crawford and Kate Hudson taking up the sport. Its popularity has exploded within Canada in the last four years, the boards becoming a regular sight in Muskoka and along the Toronto lakeshore.

Benson Cowan, 40, decided to take up stand-up paddleboarding this past spring after watching a couple of

YouTube videos.

“When you get on the board, you get it,” he remarks.

The Toronto-based lawyer, who has been canoeing and kayaking in the past, found the sport easy to pick up within an hour, and now enjoys cruising along the still waters of Cherry Beach and Ashbridges Bay with a rented stand-up paddleboard.

“It’s a great workout, and you’re really close to the water. It’s much more accessible than surfing.”

“Everyone in California is talking about it, it’s becoming the next big thing,” he says.

Steve Martin, owner of the Toronto Boardsports on Yonge St. near Davisville Ave. certainly agrees that this summer is quickly becoming one marked by the stand-up paddleboards in Toronto.

Martin says sales of stand-up paddleboards have doubled every single year since the store started stocking them in 2006. The store has even stopped selling kayaks due to their diminishing popularity.

“Compared to canoe and kayaks, it’s way more fun. It’s not replacing them yet, but it’s giving people alternatives.”

The boards, which can range anywhere from \$600 to \$2,000, are typically 3 ½ metres long and can handle a weight of up to 240 lbs. However, keeping your balance while floating on water is a lot easier than you think, Sandusky says

“The boards are more stable than most people think. It takes a bit more balance,” Sandusky says, adding that a complete amateur could feel comfortable after an hour of practicing.

One reason for the sport’s fast-growing popularity may be due to the growing number of women taking up the sport, compared to the male-dominated sport of surfing.

Sandusky, who runs a weekly group outing on his paddleboard every Sunday at Ashbridges bay, estimates that about half of all stand-up paddleboarders are women, attributing groups like the Toronto-based ‘SUPGirlz’ for opening the sport up to more women.

“They know a real cool sport when they see one,” he laughs.

Mike Howes, sales associate and instructor at the Complete Paddler near Islington Ave. and the Gardiner Expressway predicts that we’ve only seen the beginning of stand-up paddleboarding in Toronto.

“I think this summer we’re just on the cusp, I expect next summer it will absolutely explode,” he says.



Surf Ontario Tsunamis

The First Annual Sian Bradwell Softball Tournament was a great success. As a whole, we raised nearly \$10,000 that will be used to purchase four Smart Pumps for young cancer patients at Sick Kids Hospital in Toronto. Thanks to all participants, volunteers and organizers for such a great tournament. See you next year!

Amazing photos by MG Photo Service:

<http://www.mgphotoservice.ca/store/pri.php?gid=89&gal=40cnyuww>



100% of \$5,000

In support of



Paddle for MS Details

Thank you for your incredible generosity in supporting my fundraising drive for Multiple Sclerosis. We have hit 100% of our goal of \$5,000!

Depending on favourable wind and weather conditions, Grant and I will be doing the one day paddle on either August 6th, 7th, 8th, or 9th.

We estimate the journey will take 12 hours at least. We will be using 11'6" Coreban Cruiser SUPs and we will be taking a day's worth of food and water to keep us energized!

We will have a cell phone with us and will be updating our location along the way. If you would like to cheer us on from any of the beaches between Hamilton and Toronto, you are more than welcome.

If you have a paddle board, you are welcome to paddle with us for segments of the paddle to help encourage and pace us.

Looking at the following map, we will be paddling around the rocky outcrop and will finish the paddle on the middle of the beach at Ashbridge's Bay Park. We welcome everyone to come out to the beach that night to meet us!
http://www.surfontario.ca/weekly_sup_paddle.htm

We hope to land at Ashbridge's Bay between 5pm and 7pm. Please let me know if you would like to receive updates and our launch date and time, and we will email the day before the paddle with the details.

Thank you for your support - we did it! Now time for the paddle!

<http://my.e2rm.com/personalPage.aspx?SID=2455908>



Demo Dates & Locations

Pickering - Friday August 13th

Cherry Beach - Friday August 20th

http://www.surfontario.ca/demo_lessons.htm



Surf Ontario is excited to carry the hottest brand of Stand Up Paddle Boards – [Coreban](#).

Coreban SUPs are **arguably the best board on the market**. Don't believe us? Come out to our demo night and try one. We've tested them on the flats and in the surf and the performance is unparalleled. Follow this link for more details on this product.

<http://www.surfontario.ca/coreban-sup.htm>

Here's a video not to be missed:

<http://www.youtube.com/watch?v=xG6gp7IHewE>



Book a lesson and try out some of our boards for yourself. This way you'll have a much better idea of what style of board you'd prefer!

Mid-Summer Sale!

New & Used boards available at a discounted price.



The Stand Up 10

\$699 + tax



9' 9" x 33" x 7"

The NSP models are great all round boards suited for beginners to advanced riders. They paddle fast with a great 'surfy' feel and offer incredible value.

All boards come with full length deck grip and inbuilt carry handles and are constructed with super durable, NSP E2 epoxy offering hours of trouble free fun.

Follow this link for more details:

<http://www.surfontario.ca/nsp.htm>

Starting at \$1060 + tax

The Stand Up 10 is a versatile board that you can paddle and surf, AND it even doubles as a kayak! IMAGINE has made this board so tough you'll never worry about rocks. Performance and durability makes the Stand Up 10 the ultimate family board at the cottage.

VIDEO of the SUP10:

<http://www.youtube.com/watch?v=GyR18ZC025A>

Get your boards & gear right here: www.surfontario.com



Xavier getting an early taste of paddle boarding and surfing! Check out the video:

<http://www.facebook.com/home.php?#!/video/video.php?v=432975124928&ref=mf>



Getting drenched and loving it by the huge fountain on Lake Simcoe.

Barrie SUP demo - July 19th

**Stay Tuned for August's Newsletter & Read Below
To Follow Mike's Monthly Training Program!**

www.surfontario.com

TRAIN 2 LIVE

www.catchawavefitness.com

TRAIN 4 LIFE

Mike's Periodized Training Regime for a 70 km Paddle

	December	January	February	March	
Training Phase	<i>Anatomical Adaptation 4</i>	<i>Anatomical Adaptation 4</i>	<i>Maximum Strength 4</i>	<i>Maximum Strength 2</i> <i>Muscular Endurance of Long Duration 2</i>	
Energy Systems	<i>Aerobic</i>	<i>Aerobic</i>	<i>Aerobic Lactic</i>	<i>Aerobic Lactic</i>	
Skill	<i>Surfing</i>	<i>Surfing</i>	<i>Surfing</i>	<i>Surfing</i>	
	April	May	June	July	August
Training Phase	<i>Anatomical Adaptation 4</i>	<i>Maximum Strength 4</i>	<i>Maximum Strength 2</i> <i>Strength Maintenance</i> <i>Phase in: Muscular Endurance of Long Duration 2</i>	<i>Muscular Endurance of Long Duration 2</i> <i>Strength Maintenance</i> <i>Taper 2</i>	<i>Paddle 4 MS</i>
Energy Systems	<i>Aerobic Lactic</i>	<i>Aerobic Lactic</i>	<i>Aerobic Lactic</i>	<i>Aerobic</i>	
Skill	<i>Technical – Surfing, SUP</i>	<i>Technical – Skateboard, Surf, SUP</i>	<i>Technical- Skateboard, Surf, SUP</i>	<i>Technical – Skateboard, Surf, SUP</i>	

The official training program for the 67 km paddle began in December. I will be updating my training monthly on the newsletter to better describe the phases involved and show examples of exercises and formats used throughout the program.

As you can see in the upper left hand box, training begins with an anatomical adaptation phase of 8 weeks (December & January) combining light aerobic work and surfing as the main skill set trained.

Anatomical adaptation is the beginning phase of training for athletes and beginners into fitness. It prepares the joints, (ligaments, tendons) and muscles for further training. **The focus is on core stability, postural improvement and muscular balance through corrective exercise.** The body is used in full and there are a lot of variety in this phase to train your body with different angles. The exercises are not sport specific at this stage; the emphasis is on injury prevention and preparing a strong foundation for heavier lifting and more dynamic sport specific training.

Circuit training is best for this phase combining 9 to 12 different exercises back to back with 2 to 3 sets per exercise. There is minimal rest between each exercise and the repetition range is 12-20. This phase can be as short as 4 weeks, but it must occur at least twice during a year. My phase was longer as I was overcoming an injury from October.

Anatomical Adaptation Sample Workout:

Dynamic Track Style Warm-up: 8 Minutes

Strength Training Workout: 3 Sets, 12-20 reps, no rest between exercises

Body weight squats
Push ups
Pull ups
Multi-directional lunges
Military press
Bent over row
Reverse glute hyperextension
Side plank & prone plank
Lower back extension

Stretching: Chest, lats, SMR roller – hips, Swiss ball back extension, thoracic rotation

In February, **Maximum Strength training was phased into the program.** This type of lifting trains the prime movers of the sport to be extremely strong. The central nervous systems and muscles are fully recruited in heavy lifts of **80% to 95%** of one repetition maximum. **Higher rest intervals, more sets and lower rep counts characterize** this phase. Two three week **cycles** of lifts obtain the best results using a **step loaded program.** When lifting using a step loaded program with fluctuating intensities, it allows for recovery and great gains in strength without added bulk.

Take this Bench Press Example:

Low	Week #1 – 80% or 5-7 reps at 185 lbs	Low	Week #4 – 80% or 5-7 reps at 195 lbs
Medium	Week #2 – 90% or 3-4 reps at 205 lbs	Medium	Week #5 – 90% or 3-4 reps at 215 lbs
High	Week #3 – 95% or 2-3 reps at 225 lbs	High	Week #6 – 95% or 2-3 reps at 240 lbs

An exercise in the Maximum Strength phase of training is the resisted chin up.

The lower cables are attached to my waist belt, effectively increasing my body weight by 70 pounds.



Muscular Endurance of Long Duration

This phase of training takes strength gained from the maximum strength phase of training and converts it to useable muscular endurance. Training loads are low enough (30%) that exercises are executed for 5 to 7 minutes in duration, thus training the aerobic energy system. The prime movements of the activity are trained and results in your endurance sport are realized.

Muscular Endurance of Long Duration Sample Workout:

Dynamic Warm-up – 8 Minutes

Injury Prevention - Shoulder Stability – 5 Minutes

Endurance Workout – 45 Minutes Continuous

X3 FSU BOSU Cable Paddling Rows – 7 Minutes

X3 Indo Board Balance – 7 Minutes

Core Strength Maintenance – 5 Minutes

Stretching: Similar flexibility protocol as prior months was observed.



Paddling endurance rows with SUP paddle and cable resistance standing on Flat Side Up Bosu Ball.

Taper/Peaking – only 2 weeks to go!

The last couple of weeks of training have toned down substantially. Our paddles are mellow and we're just keeping a feel for the water. This allows not only our bodies to recover from intense training, but our minds to rejuvenate.

Because of a lesser training load, our bodies will automatically carbohydrate load for these next two weeks; food intake will be the same with less training. Therefore, due to this "automatic carbohydrate loading", there is no need to eat heavily the few days before. By the morning of the paddle, we'll be fresh and recovered, ready to tackle the 12 hour journey!