

# Making Waves

Hurley helps surfers distribute water filters to remote locations.

BY HEATHER SKYLER

DID YOU KNOW THAT 3.4 million people die each year from water-related diseases? Worldwide, 740 million people lack access to clean water. Costa Mesa-based Hurley is working with nonprofit Waves for Water to try and solve this problem, one filter at a time.

Each filter distributed by Waves for Water can provide 100 people with clean water for five years. Founded by ex-pro surfer Jon Rose, the nonprofit utilizes the travel lust of surfers, including Hurley's CEO, Bob Hurley, and Hurley athletes Rob Machado and Carissa Moore, to get its filters to remote places. Waves for Water began in 2010, when Rose was traveling in Indonesia and a tsunami hit Sumatra. Already armed with 10 filters from his father, who did nonprofit work filtering rainwater in Africa, Rose went into the heart of the devastation and gave the filters to relief workers.

Soon after the nonprofit was founded, Hurley got involved. Benjamin Edwards, VP of Global Outreach, heads up Hurley's H2O program. His first trip was with Rose to Haiti, where the two men demonstrated the efficacy of their filters by dropping a handful of dirt into water before cleaning it with a filter and drinking it in front of a crowd of Haitians. Edwards says he was a bit nervous taking that initial sip, joking, "I'm in Haiti. What could possibly go wrong?" He survived, the Haitians were convinced and the partnership between Hurley and Waves for Water became an official success.

Edwards, who goes on one or two missions a year, says, "Meeting a mother of a previously ill child who tells you 'My child is now healthy, thanks to the work you're doing' is very rewarding."

**+** On March 22, World Water Day, Waves for Water exceeded its goal of providing water to 100,000 people worldwide. That day, 160,000 people gained access to clean water.

