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## SURFING GOES GEEKY

The newly launched **Surf Simply Surf Coaching Resort, Costa Rica**, breaks the surf camp mold with an innovative academic coaching style in a beautiful resort in a jungle setting; accompanied by a series of podcasts for pre-resort surf trainings.



Nosara, Costa Rica, January 30, 2011 – A new resort in Costa Rica, **Surf Simply**, brings together surfing with a level of technical coaching usually associated with main stream sports like tennis or golf. This level of surf coaching was previously only available to competitive surfers but now, thanks to Surf Simply, is available to surfers of all levels.

Surf Simply's methodology has been developed over the last decade during which resort owner Ru Hill, and his coaches have taught surfing to over 15,000 people including celebrities, Olympic athletes and the British junior surfing team. Surf coaching at the Surf Simply resort provides a week-long program of skill based in-water sessions, personalised video feedback and theory lessons ranging from board design to meteorology.

By approaching surfing as a sport rather than a lifestyle, Hill, originally from Polzeath, Cornwall, has managed to break down the learning process into logical, obtainable steps, which build on top of one another and are accessible to anyone. A taste of this unique teaching is available through the **Surf Simply** podcast at [surfsimply.com/podcast](http://surfsimply.com/podcast) as well as on **Youtube** and **iTunes**.

Guests are often academics, city executives or entrepreneurs, who have no desire to conform to surfing's tired old stereotypes but are keen to enjoy a new sport and are excited by the chance to develop a lasting skill-set from a week's holiday.

The Surf Simply resort breaks the mold of traditional surf camps with an altogether elevated level of accommodation and an all-inclusive guest packages. Located just a few hundred yards from the waters edge in Nosara, Costa Rica and surrounded by natural reserve, the boutique-styled resort accommodates only 12 guests at a time, maintaining an intimate atmosphere and experience. Each surf chalet features two bedrooms, a kitchen and a private terrace, with wifi facilities and air conditioning. The resort also offers a communal pool-side lounge and dining room set with views across the lush jungle.

Meals are prepared by the resort's chef, using organic local produce, for both breakfast and lunches every day. Each evening all guests are taken as a group to enjoy dinner at different local restaurants, in order to experience local culinary highlights such as fresh fish and typical Tico dishes. The evenings vary from BBQs on the beach to cliff top restaurants over looking the mountains and ocean.

Other features included in the **Surf Simply all-inclusive package** are the choice of daily yoga with the Surf Simply yoga teacher or a full-body massage, as well as one other activity such as sea kayaking, zip lining or horse riding on the mid-week day off from surfing.

The resort's team of travel experts is also available to assist with any on-bound travel to other locations in Costa Rica, and make recommendations for some of the best spots for nature lovers, hikers and anyone wishing to enjoy the bio-diversity of the destination. Surf Simply's resort also has beach-cruiser bikes for guest use, to explore the Nosara area.

*"Surf Simply is not just about coaching high level surfers, it's about high level teaching for everyone. Many of our guests have been surfing for ten years or more but many too are complete beginners,"* says Hill. *"Guests leave, not just with the usual experience of having stood up on a few waves, but instead with the tools to go on improving and enjoying surfing for the rest of their lives."*

Surf Simply also sets itself apart with its highly qualified instructors: all Surf Simply coaches must hold up-to-date CPR, first aid and open water rescue certification as well as having ISA and BSA/Surfing GB International Surf Coach awards and an ILS international beach lifeguard award.

**ENDS**

**Note to Editors:**

A seven night all-inclusive stay at Surf Simply starts from £1499 per person (based on four people sharing). Price includes the following: transfers to and from either San Jose or Liberia airport to Nosara, 7-nights accommodation in a private surf chalet, 10 x 90 minutes of in-water instruction, 5 x 30 minutes of surf theory and video-feedback, a choice of one full body massage or five yoga sessions, breakfast and lunch daily at the resort, dinner at a local venue each evening, a complimentary activity on the non-surf day (such as zip-wire tour, kayaking or horse riding.) The resort operates from November to August, coinciding with Costa Rica's three main seasons. For bookings and enquiries visit: [www.surfsimply.com](http://www.surfsimply.com)

Sample flights from the UK: Continental flies daily from London Heathrow to San Jose, via either New York or Houston. Prices from £624 PP. [www.continental.com](http://www.continental.com) Thomson Airways has just launched direct flights from London Gatwick to Liberia, departing Tuesdays. Prices from £755 PP. [www.thomson.co.uk](http://www.thomson.co.uk)