

Peter “PT” Townend | First World Professional Surfing Champion



The first World Professional Surfing Champion (1976) was a dominant figure in professional surfing's formative years and was ranked in the top 5 in the world three out of four years from 1976-79. In this same period, he was the body double for the Jack Barlow character in the Warner Brothers cult classic "Big Wednesday," starring Jan Michael Vincent. He began his media career as a UPI journalist for Sydney's *Daily*

Mirror in the mid-70s while competing as a professional surfer. In the late '70s, PT moved to California and ventured into sports promotion, organizing events, coaching and acting as the Executive Director of the National Scholastic Surfing Association. He led the USA Surfing Team to gold in the 1984 ISA World Surfing Games. From the mid-'80s to mid-'90s, he was Ad Director/Associate Publisher for Western Empire Publications Surfing Group, overseeing ad sales and marketing for *Surfing*, *Bodyboarding* and *Volleyball* magazines. For the rest of the '90s PT was Marketing Director/Global Brand Director for Rusty/Rusty Girl apparel, accessories and surfboards. In the same '80s-'90s period PT was the voice of pro surfing on TV as the color analyst for Prime Ticket (later Fox Sports Net) and ESPN for Bud Pro Surfing Tour and ASP World Championship Tour. He served as President of the Surf Industry Manufacturers Association for a two-year term 1998-99. PT returned to the media business in 2000, assuming the role of Publisher of Primedia's Surfing Group overseeing editorial direction and marketing of *Surfing*, *Bodyboarding* Magazines and launched *Surfing Girl*. In 2003, he formed The ActivEmpire (ATE), a brand consultancy company specializing in brand management, athlete representation and special event marketing in the surf and skate markets. Returning to coaching again as USA/Surfing Americas National Team Coach from 2004-2007, PT lead them to team silver and individual gold medals in ISA World Championship events. He was instrumental in the formation of the new National Governing Body Surfing America, today's USA Surfing which is fielding the USA Team in the next Olympics in surfing's debut. Now in its 17th year, The ATE's roster of clients have won multiple SIMA (Surf Industry Manufacturers Association) Image Awards including SANUK for "Footwear Product of the Year", L*SPACE for "Women's Swim Brand of the Year", HURLEY for "Men's Boardshort of the Year" and Huntington Surf & Sport for "Retailer of the Year." PT has been inducted into the Surfing Walk of Fame and Surfers' Hall of Fame in Huntington Beach and the Australian Surfing Hall of Fame. In 2013 he was given SIMA's "Lifetime Achievement Award."

See photos and more about Pete Townend on [Facebook](#).