

9 Miles project
Going the Distance...

100 WAVE CHALLENGE

MEDIA KIT





WHO IS 9MILES PROJECT?

9Miles Project is a community-based nonprofit organisation that was founded in Cape Town in 2013. Using surfing as a form of engagement and empowerment, 9Miles provides safe spaces and structured afterschool programmes for at-risk children and youth in coastal communities; and offers mentorship, job creation, skills development, and holistic support to marginalised youth and communities in South Africa.

VISION

A transformed society where created opportunities are maximised and our youth are effectively developed, empowered and integrated into their communities and societies.

MISSION

Through the provision of supplementary education, literacy classes, learning adventures, life skills and leadership training, including sports (namely surfing) 9Miles Project creates sustainable opportunities that engage, uplift, equip and empower impoverished and high risk youth from coastal informal settlements and communities.

SOCIAL MEDIA STATISTICS

INSTAGRAM

POSTS

3,135

FOLLOWERS

3,816

FOLLOWING

1,474

TIKTOK

LIKES

8,462

FOLLOWERS

929

FOLLOWING

186

FACEBOOK

LIKES

4,9K

FOLLOWERS

5,9K

LINKEDIN

CONNECTIONS

500+

FOLLOWERS

667

WHAT IS THE 100WAVE CHALLENGE?

The 100Wave Challenge is a surfathon which will see beginners and pros alike coming together at Muizenberg Beach on 2 May 2026 to take on the challenge of catching 100 waves per individual (or within a group) and raise R250 000 for 9Miles Project's work in under-resourced communities.

This event will include a large amount of exciting family friendly activities such as music, a beach cleanup, art stations, djembe drumming, swimming, sandcastle building and so much more.



OBJECTIVES

The objective of the event is to increase awareness and raise funds for 9Miles Project, a community focused nonprofit in Cape town, and share the joy of surfing in a community-centric way.

MAIN OBJECTIVE

The main objective of the 100Wave Challenge is to create awareness and raise funds for 9Miles Project.

SECONDARY OBJECTIVE

This event is put into place to create a fun family-friendly event to share the joys of surfing in a community-centric way.

HOW DOES THIS EVENT WORK?

The event will take place on the 2 May 2026 at Muizenberg Beach, Cape Town. To participate in the event, you must register via the link. To register click [here](#).

You can register either as an individual or as a team of 2–10 people. Each participant must raise at least R1000. If you register as an individual, you can still add your team later, as long as the team size stays within the 2–10 member limit. Teams can also share the goal of completing 100 waves together.

There will be judges keeping score for various categories. If you want to directly donate to the cause then you are able to do so through the BackABuddy link. To directly donate click [here](#).

WHY YOU SHOULD ENTER?

Modeled on an internationally successful model, the 100Wave Challenge is not just about surfing, it is about connecting community and impacting lives. By catching these 100 waves you are helping provide surf therapy, mentorship and education for at risk youth - all while enjoying a vibrant, joy-filled day at the beach.



TESTIMONIALS FROM PAST SPONSORS



Back2Nature - Former Sponsor

Still riding high after the first-ever [#100WavesChallenge](#) with [@9milesproject](#) this past weekend!

What an incredible couple of days at Strandfontein Pavilion ~ massive props to every surfer, supporter, and sponsor who showed up and showed love. Every wave ridden = lives uplifted, and we're beyond stoked to have been part of this mission to empower youth from SA's coastal communities. Big shoutout to [@mattbromleysurf](#) for bringing the stoke (as always!) and to [@alanvangysen](#) for capturing the magic.

We're all about backing ocean lovers who ride for change ~ and we're proud to have kept every face protected with 100 tins of our Active Zinc.



Matt Bromley - Former Ambassador & Participant

We did it! 100 waves ridden for the [#100wavechallenge](#) raising money for [@9milesproject](#)! Had some much needed help from the boys to get my wave count up.

What a fun day surfing, sailing, building sand castles and kayaking! Can't wait for next year!



Team Patagonia - Former Partner, Sponsor & Participant

Just a quick note to say thank you from our whole team!

We loved being part of the 100Wave Challenge this weekend.

Thank you for accommodating us so wonderfully and making us feel so welcome.

We also really appreciated the amazing goodie bags and snacks, such a nice touch!

You've built such a powerful and inspiring community around 9Miles, and we're stoked to hear you hit your fundraising goal-what a milestone!



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www.9milesproject.org | @9milesproject

FOR IMMEDIATE RELEASE: March 2026

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100Wave Challenge moves to Muizenberg amid Pavilion upgrades

9Miles Project announces an important and exciting update to the **2026 100Wave Challenge**. Due to significant upgrades commencing sooner than anticipated at Strandfontein Pavilion, this year's event will move to the vibrant shores of **Muizenberg Beach on Saturday, 2 May 2026**.

The City recently confirmed that Strandfontein Pavilion is undergoing substantial improvements to enhance its facilities, strengthen accessibility, and create a more dynamic community space, with completion expected in 2026. While this means the Pavilion will not be able to host the event as originally planned, 9Miles Project welcomes the long-term investment into a space that has been home to so many life-changing moments for local youth and families.

Rather than slowing momentum, this shift represents growth. 100Wave Challenge was born out of resilience and resilience remains at its core. Muizenberg Beach, known for its rich surf culture and welcoming shoreline, offers an energising new backdrop for a day that continues to stand for belonging, courage and collective impact.

Although certain water-based activities will not be possible in the same way as previously envisioned, the spirit of the event remains strong and vibrant. The day will still come alive with purpose through a powerful beach clean-up initiative, creative art activations, live music, volleyball matches on the sand, an exciting air track experience, sandcastle building for families, djembe drumming circles and interactive lawn games that invite the broader community to gather, celebrate and connect.

Founder of 9Miles Project, Nigel Savel, remains optimistic and energised by the change. "The ocean has always taught us how to adapt," he shares. "Conditions shift, tides change, but you keep paddling. The upgrades at Strandfontein Pavilion are a positive step for the community and while we'll miss hosting the event there this year, we are confident that the 100Wave Challenge will be just as powerful at Muizenberg. What makes this day special isn't the venue, it's the people, the purpose and the young lives we are standing behind."

The 100Wave Challenge continues to call surfers, families, corporates and everyday champions to take on the symbolic challenge of riding 100 waves in a single day while raising funds for 9Miles Project's holistic youth development programmes. These programmes provide mentorship, literacy support, surf therapy, skills development and safe spaces to vulnerable children across Cape Town, Elands Bay and St Francis Bay.

With a fundraising goal of R250,000 for 2026, the movement remains focused on impact. Every wave surfed, every rand raised and every hand that joins the shoreline contributes to building stronger families and more resilient communities.

9Miles Project invites the public to embrace this exciting new chapter, gather at Muizenberg Beach and be part of a day that proves that purpose is never tied to a postcode. The waves may break in a different place this year, but the mission remains steady and stronger than ever.

For media enquiries, partnership opportunities, or to sign up for the 100Wave Challenge, contact Margo or Nigel at info@9milesproject.org | **062 305 6176** | **082 042 7701**

Please find the official 100wave video and images below:

[100WAVE OFFICIAL VIDEO](#)

[100WAVE OFFICIAL IMAGES](#)

100WAVE CHALLENGE IN ACTION



FREQUENTLY ASKED QUESTIONS:

- **Where is this going to take place?** The event is going to take place at Muizenberg Beach.
- **Can I get a tax rebate on my donation?** We can provide you with an 18A tax certificate, you just need to include your name, surname, contact details and proof of payment upon request.
- **When is it going to take place?** It is going to take place on the 2nd of May
- **How to donate directly to the cause?** To donate directly click [here](#).
- **How much is it to enter per person?** It is a Minimum of R1000 per person.
- **How do I start raising funds for the event?** To register for the 100Wave event click [here](#).
- **Is this event for surfers only?** Surfers of all skills level and first time surfers are welcome, as there will be surf coaches on the day to assist with first time surfers.
- **How are people going to know that they are catching 100 waves?** There will be judges that will be scoring.
- **Do I need to have a team to register for the event?** Sign up as an individual or team. A team consists of 2-10 people. You can pre-sign up a team and add members later as long as you have not reached the maximum capacity of individuals in a team.
- **Can I split the 100 waves with my team?** Yes team members can split the 100 wave target to reach their goal.

CONTACT DETAILS

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THANK YOU!

