



Puro  
**SURF**

| **SURF  
CAMPS**

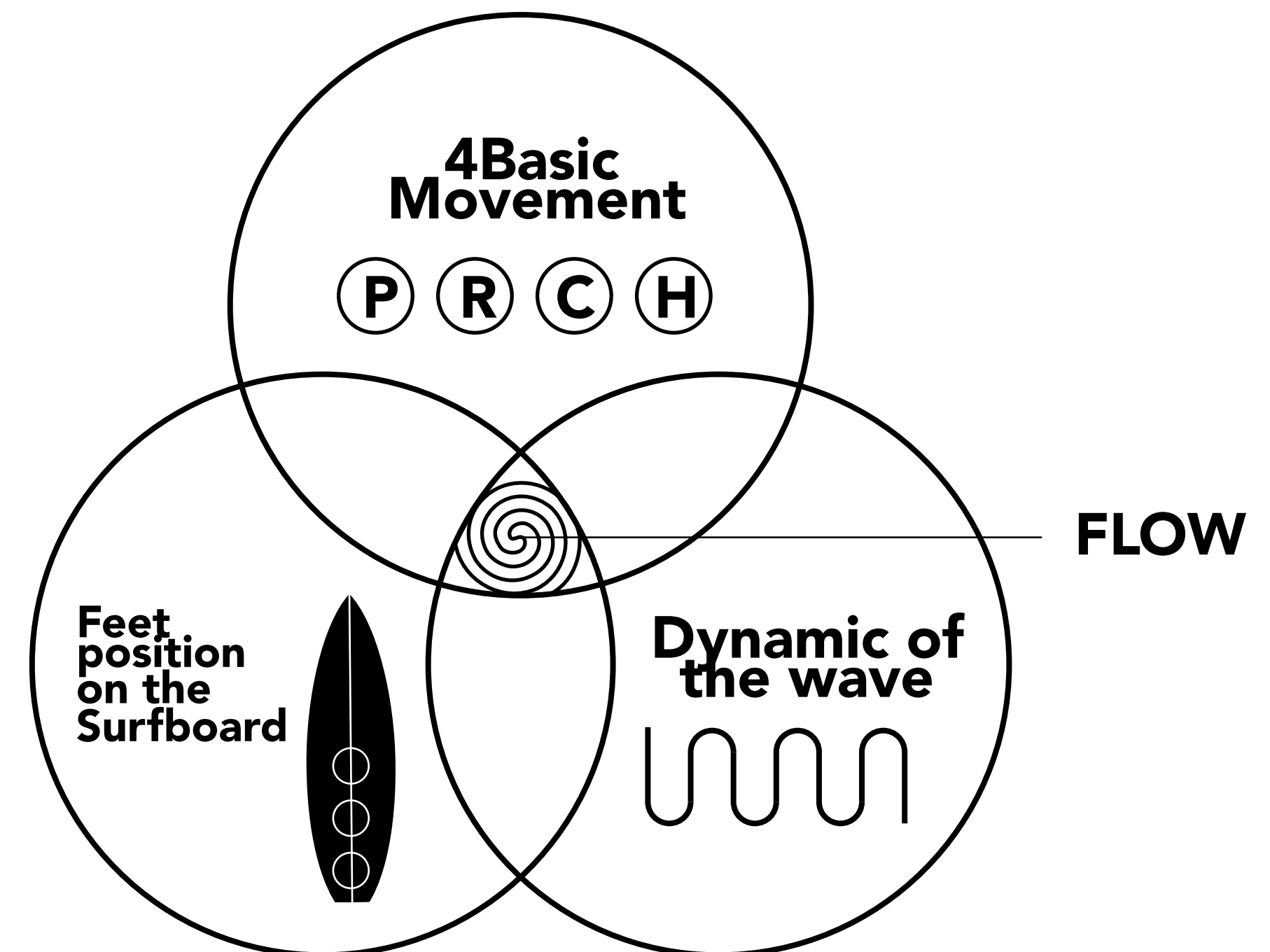






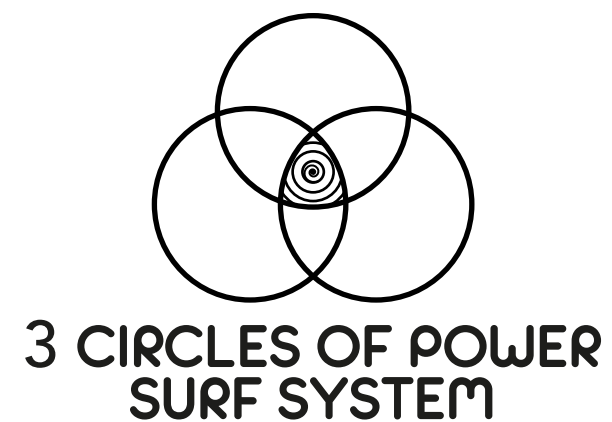
# MARCELO CASTELLANOS

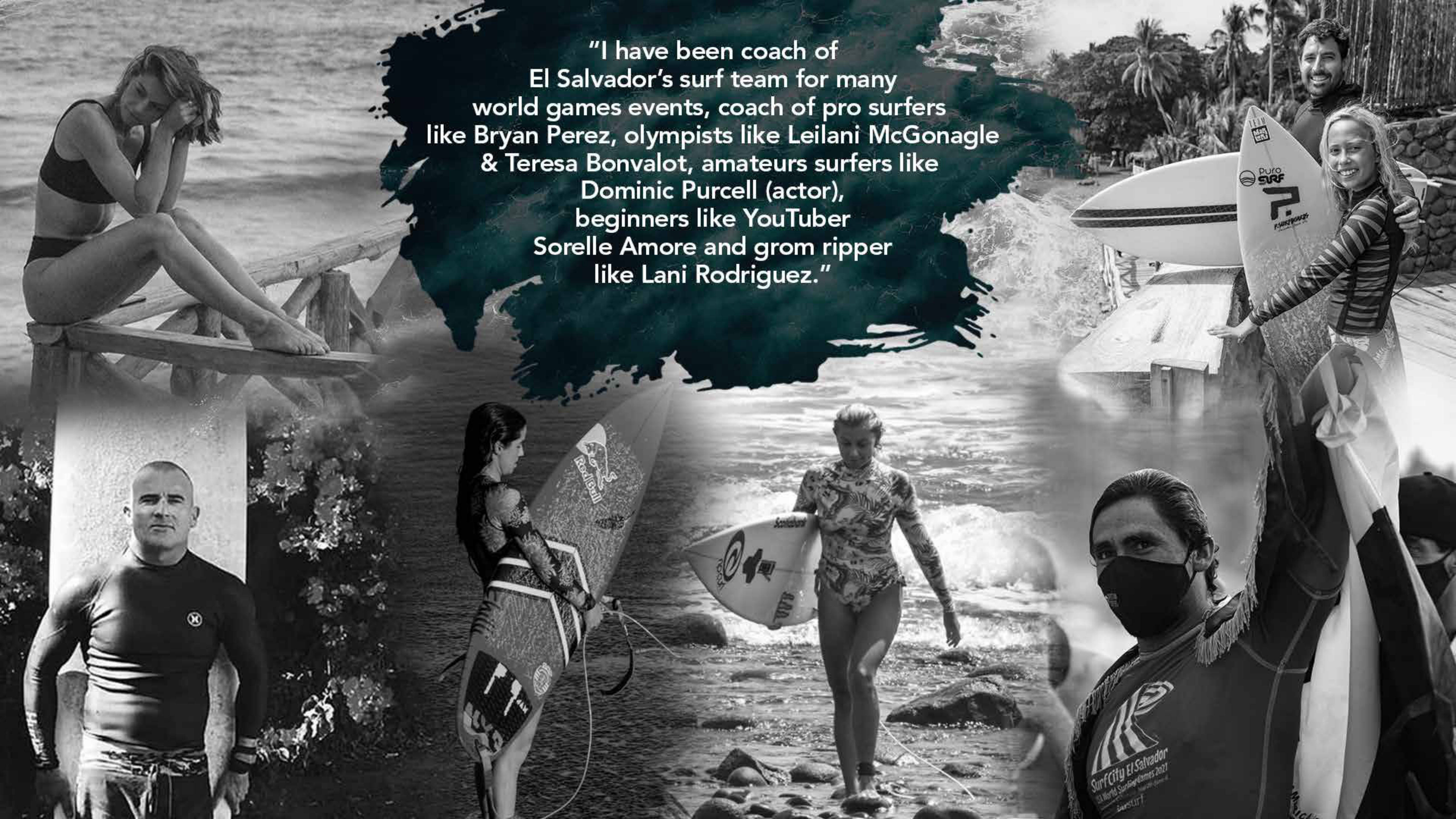
Puro Surf founder, creator of a holistic methodology and development program, including systems like the 3 Circles of Power Surf System that promotes the progression of surfers in an inclusive way.



“I have dedicated my life to learn from the best coaches around the world, through seminars, courses, certification, books; and of course, putting it into practice with surfers of all levels. All of this has enabled me to create what I believe is an effective program that guarantees a rapid progression, and constant improvement in a surfer’s ability.”

**“REGARDLESS OF YOUR  
LEVEL OF SURFING  
THIS PROGRAM IS FOR YOU”**





"I have been coach of El Salvador's surf team for many world games events, coach of pro surfers like Bryan Perez, olympists like Leilani McGonagle & Teresa Bonvalot, amateurs surfers like Dominic Purcell (actor), beginners like YouTuber Sorelle Amore and grom ripper like Lani Rodriguez."





# PURO SURF'S ACADEMY PROGRAM

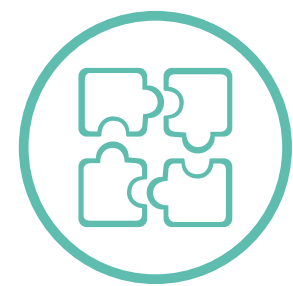
Accredited by the ISA, Puro Surf Academy's surfing program, with a holistic approach, takes you from Beginner's level to an Elite surfer level. Each level has its own challenges and requirements to meet. You will have to learn a sequence of theoretical and practical topics in order to move through the program. All sessions are group classes (unless private sessions are requested); and the class' schedule depends on your surf level and dialy tides.

The program includes complementary classes to practice in and out of the water. Through these practices you will find the perfect tools to develop yourself in the 4 pillars of the Academy.

## ACADEMY PILLARS



PHYSICAL



TECHNICAL



TACTICAL



PSYCHOLOGICAL

It is important to know that the speed in which you progress to the next level will depend on your perseverance and the time you spend to master each topic.

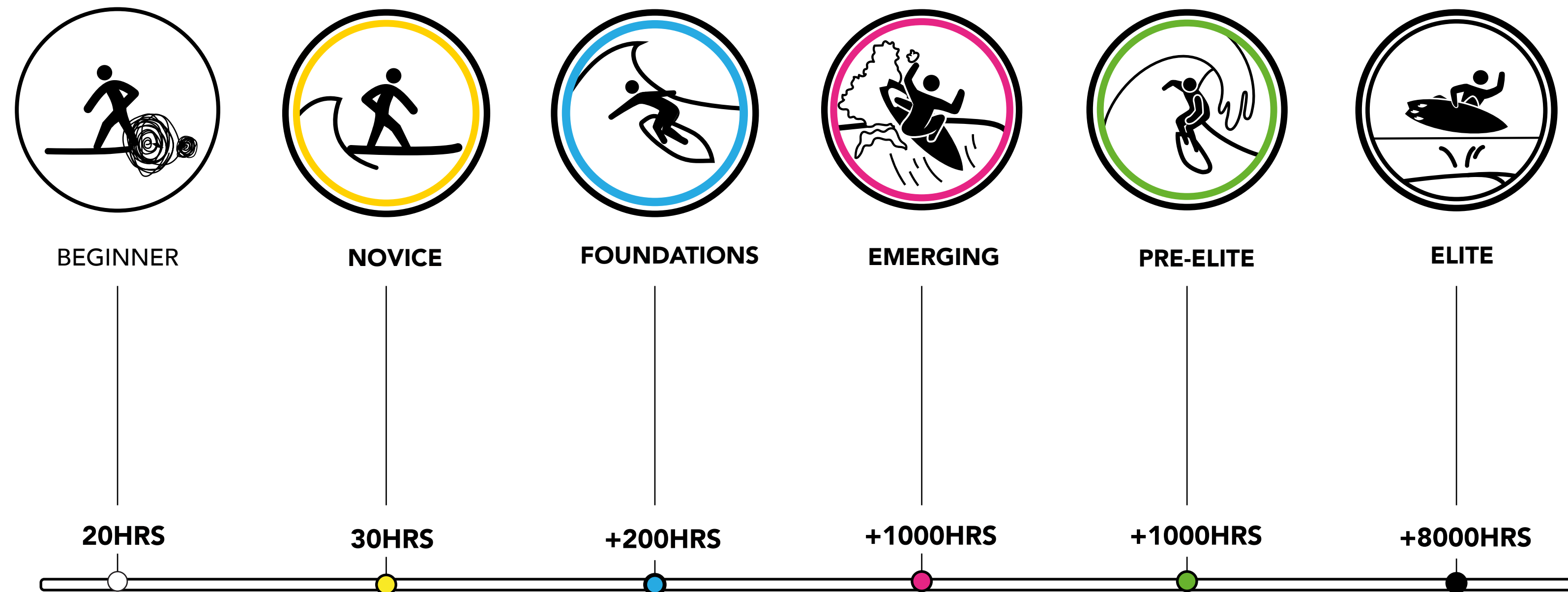


# **PROGRESS MAP**

Puro Surf has created a high performance coaching program suitable for everybody. The coaching has been divided into 2 different programs to fit your surf level: **Beginner or Novice** and **Foundations to Advanced**.

The image below is a simple map, through which we highlight the structure and sequence of surfing as a sport, that will take you on a journey from 0 to Elite.

Similar to the martial arts system, going from white to black belt, each level contains the theory and techniques needed in order to go to the next level. The reason why this is so effective is because you will know on what level you are and what to do for continual improvement.



# **PROGRESS MAP**



## **BEGINNER**

This is where you start being in contact with Surf, a common fact of a Beginner surfer is that they know little to nothing about the ocean, and this is where the adventure begins by sliding on white water waves in shallow sand beaches.



## **NOVICE**

Once a surfer is past the beginner stage of surfing and starts paddling out to catch unbroken waves, they are what could be called "Novice" surfers. They like to be over the top of their surfboard with little leaning of their surfboard onto its rail. Length of ride is the most important aspect to a good ride for Novice surfers.



## **FOUNDATION**

As a surfer becomes more experienced and aware while in the ocean, foundation surfers position themselves on the peak more correctly, take-off with more confidence, and performs top-to-bottom manoeuvres as they surf down the line. They can create speed at take-off and successfully finish their waves more often. Performing top-to-bottom moves is a key aspect of their performance.



## **EMERGING**

At this stage surfers start to push their performance by attempting bigger and more complete manoeuvres. They challenge themselves by taking-off from deeper position on the peak, attack the first manoeuvre of their ride, and continue performing committed manoeuvres for the duration of their rides. Additionally, they start to experiment with progressive surfing.



## **PRE-ELITE**

Surfers at this stage can surf their waves with confidence, displaying positioning in the ocean in all types of surf, assertiveness when catching waves, commitment when taking-off, and the ability to perform a large variety of manoeuvres— all with technical proficiency. Making good decisions when in the ocean is a key aspect of their performance.



## **ELITE**

Elite careers can last for over 20 years depending on the motivation and resilience of the surfer. Elite surfers have all the components of performance under their control. They can surf all type of waves, adjusting their timing and positioning to suit the wave being ridden. They have the ability to turn up at an unfamiliar beach and within days, be surfing better than the local rippers. It's their adaptability and self-belief that are keys to their success.



# SURFCAMP





# SURF CAMP DETAILS

Surf Camps run on a weekly basis, starting on Sunday (arrival) to Sunday (departure\*), with the option of booking multiple weeks. The academy's surf camp activities start on Monday.

These camps are designed for beginners or first timers that are committed on learning to surf, or for those that already surf and want to take it to the next level. All participants will have a personalized service through which we will set specific objectives according to every student's needs.

In summary, we guarantee that with this camp you will learn or take your surfing to the next level.

\*Departure day may vary according to your selected package.

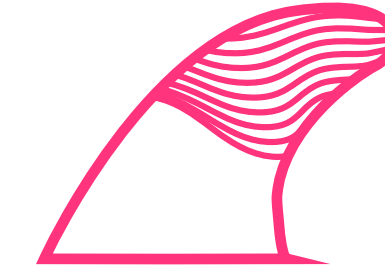
# PREPPING FOR THE SURF CAMP

Once enrolled, you will be contacted by mail to make a general evaluation to understand better what you need.

We will then proceed to send you some tips and suggested exercise routines, to prep up for your trip.

If you have recent personal surfing videos this could further your initial assessment.





# SURF COACHING SESSIONS

During your coaching sessions, we will always make sure to take you to a surf spot that has the right conditions, and best fits your surfing level.

It's important to mention that all of your coaching sessions will be recorded and analyzed at the Academy by the coach. They will then proceed to assign drills that will help you to fine tune any details that he finds you might need to improve.

These drills will take place outside of the water at the academy premises, which include: video analysis room, lap pool, concrete wave for surf-skating, yoga studio, gym, mat area for UNatural.

There is going to be a specific team from Puro Surf taking care of you and sharing the good vibes, surf knowledge and making sure you have a good time in El Salvador, so you go back home with a big smile and being a better surfer!

# WHAT'S INCLUDED?



<b>BEGINNER OR NOVICE</b>				
SERVICE	DESCRIPTION	SHORT CAMP	FULL WEEK CAMP	2 WEEK CAMP
AIRPORT TRANSFERS	Round trip from the airport to the hotel	1	1	1
NIGHTS	Accommodation of your choice (Check-in date of the week / Check-out date of the week)	4	7	14
		Sunday/Thursday	Sunday/Sunday	Sunday/Sunday
BREAKFAST	One pick from the House menu	4	7	14
FRUIT & VEGGIE EXTRACTS	Cold press ginger base shots (in the morning)	3	6	12
AFTERNOON CLASS OF THE DAY *	Yoga, U Natural, Brazilian Jiu Jitsu	2	3	6
MASSAGE	Therapeutic massage to relax muscles	1	1	2
DAILY BOARD RENTAL	Soft top or fiberglass, depending on your surf level	3	6	12
TOUR *	Half day trip tour	0	1	2
ICE BATH EXPERIENCE *	Breathwork and recovery session	1	1	2
COACHING DAYS	Overall Academy services days / hours	3 days	6 days	12 days
		9 hours	18 hours	36 hours
<b>ACCOMODATION</b> PRICES ARE PER PERSON - IN USD				
ROOM TYPE	DESCRIPTION	4 NIGHTS STAY	7 NIGHTS STAY	14 NIGHTS STAY
PRIVATE SINGLE ROOM	1 king bed for a single camper	\$2,146	\$3,412	\$6,167
PRIVATE DOUBLE ROOM	2 full beds for 2 campers	\$1,669	\$2,669	\$4,763
MIXED DORMS	1 shared room with 6 bunkbeds	\$1,470	\$2,345	\$4,128

\* Optional services

<b>FOUNDATION TO ADVANCED</b>				
SERVICE	DESCRIPTION	SHORT CAMP	FULL WEEK CAMP	2 WEEK CAMP
AIRPORT TRANSFERS	Round trip from the airport to the hotel	1	1	1
NIGHTS	Accommodation of your choice (Check-in date of the week / Check-out date of the week)	4	7	14
		Sunday/Thursday	Sunday/Sunday	Sunday/Sunday
BREAKFAST	One pick from the House menu	4	7	14
FRUIT & VEGGIE EXTRACTS	Cold press ginger base shots (in the morning)	3	6	12
AFTERNOON CLASS OF THE DAY *	Yoga, U Natural, Brazilian Jiu Jitsu	2	3	6
MASSAGE	Therapeutic massage to relax muscles	1	1	2
DAILY BOARD RENTAL	Soft top or fiberglass, depending on your surf level	3	6	12
TOUR *	Half day trip tour	0	1	2
ICE BATH EXPERIENCE *	Breathwork and recovery session	1	1	2
COACHING DAYS	Overall Academy services days / hours	3 days	6 days	12 days
		12 hours	24 hours	48 days
<b>ACCOMODATION</b> PRICES ARE PER PERSON - IN USD				
ROOM TYPE	DESCRIPTION	4 NIGHTS STAY	7 NIGHTS STAY	14 NIGHTS STAY
PRIVATE SINGLE ROOM	1 king bed for a single camper	\$2,146	\$3,412	\$6,167
PRIVATE DOUBLE ROOM	2 full beds for 2 campers	\$1,669	\$2,669	\$4,763
MIXED DORMS	1 shared room with 6 bunkbeds	\$1,470	\$2,345	\$4,128

\* Optional services





# MEAL PLAN UPGRADE

**\$58/DAY**  
PRICE PER PERSON  
ALL INCLUSIVE MEAL  
UPGRADE

SERVICE	QUANTITY
LUNCH*	1
DINNER*	1
DESSERT	1
DRINKS & BEVERAGES**	3

\*LUNCH AND \*DINNER INCLUDE ANY PICK FROM THE MENU, EXCEPT FOR THE (5) DISHES MARKED OTHERWISE IN THE MAIN COURSE MENU.

\*\*INCLUDED DRINKS AND BEVERAGES:  
NATURAL COCONUT WATER, LOCAL BOTTLED WATER, 1 FRUIT SMOOTHIE (WATER BASE), 8 OZ. ORANGE JUICE.  
FROM THE COFFEE STATION: 1 OZ. ESPRESSO, 3 OZ. MACCHIATO, 8 OZ. AMERICAN COFFEE, 8 OZ. LATTE, 8 OZ.  
CAPPUCCINO, 8 OZ. HOT CHOCOLATE, 12 OZ. COLD BREW.





 **Itinerary**

# 1

# Beginner or Novice

DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>ARRIVE</b> Delivery of <b>WELCOME KIT &amp; SCHEDULE</b>  Time to relax, enjoy the sunset and free use of the amenities.	THEORY INTRO CLASS SURF PROGRAM PRESENTATION 30-45min	THEORY SURF CLASS 30-45min	THEORY SURF CLASS 30-45min	THEORY SURF CLASS 30-45min	THEORY SURF CLASS 30-45min	THEORY SURF CLASS 30-45min	CHECK OUT & TRANSFER TO THE AIRPORT or lay day
	SURF SESSION WITH COACH 90min	SURF SESSION WITH COACH 90min	SURF SESSION WITH COACH 90min	SURF SESSION WITH COACH 90min	SURF SESSION WITH COACH 90min	SURF SESSION WITH COACH 90min	
	BREAK						
	VIDEO ANALYSIS 45min	VIDEO ANALYSIS 45min	VIDEO ANALYSIS 45min	VIDEO ANALYSIS 45min	VIDEO ANALYSIS 45min	VIDEO ANALYSIS 45min	
	DRILLS (out of water) 45min	DRILLS (out of water) 45min	DRILLS (out of water) 45min	DRILLS (out of water) 45min	DRILLS (out of water) 45min	DRILLS (out of water) 45min	
	BREATHE & YOGA FLOW* 75min	U NATURAL MOBILITY & RECOVERY* 50min	ICE BATH EXPERIENCE & BREATHING* 45min	WATERFALL TOUR* 4 hours	NIGHT OUT AT EL TUNCO**	JIUJITSU CLASS* 4pm	

\* All classes are included in your package, whether you choose to take them or not. \*\*This service is not included in your package, if you want to take it, an extra fee will be applied.

# 2

# Foundation to Advanced

DAY 0	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<p><b>ARRIVE</b></p> <p>Delivery of <b>WELCOME KIT &amp; SCHEDULE</b></p> <p>Time to relax, enjoy the sunset and free use of the amenities.</p>	<p><b>THEORY INTRO CLASS SURF PROGRAM PRESENTATION</b> 30-45min</p> <p><b>SURF SESSION WITH COACH</b> 120min</p>	<p><b>THEORY SURF CLASS</b> 30-45min</p> <p><b>SURF SESSION WITH COACH</b> 120min</p>	<p><b>THEORY SURF CLASS</b> 30-45min</p> <p><b>SURF SESSION WITH COACH</b> 120min</p>	<p><b>THEORY SURF CLASS</b> 30-45min</p> <p><b>SURF SESSION WITH COACH</b> 120min</p>	<p><b>THEORY SURF CLASS</b> 30-45min</p> <p><b>SURF SESSION WITH COACH</b> 120min</p>	<p><b>THEORY SURF CLASS</b> 30-45min</p> <p><b>SURF SESSION WITH COACH</b> 120min</p>	<p><b>CHECK OUT &amp; TRANSFER TO THE AIRPORT or lay day</b></p>
	<p><b>BREAK</b></p>						
	<p><b>VIDEO ANALYSIS</b> 45min</p> <p><b>DRILLS (out of water)</b> 45min</p> <p><b>BREATHE &amp; YOGA FLOW*</b> 75min</p>	<p><b>VIDEO ANALYSIS</b> 45min</p> <p><b>DRILLS (out of water)</b> 45min</p> <p><b>U NATURAL MOBILITY &amp; RECOVERY*</b> 50min</p>	<p><b>VIDEO ANALYSIS</b> 45min</p> <p><b>DRILLS (out of water)</b> 45min</p> <p><b>ICE BATH EXPERIENCE &amp; BREATHING*</b> 45min</p>	<p><b>VIDEO ANALYSIS</b> 45min</p> <p><b>DRILLS (out of water)</b> 45min</p> <p><b>WATERFALL TOUR*</b> 4 hours</p>	<p><b>VIDEO ANALYSIS</b> 45min</p> <p><b>DRILLS (out of water)</b> 45min</p> <p><b>NIGHT OUT AT EL TUNCO**</b></p>	<p><b>VIDEO ANALYSIS</b> 45min</p> <p><b>DRILLS (out of water)</b> 45min</p> <p><b>JIUJITSU CLASS*</b> 4pm</p>	

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