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World Dog Surfing Championships® Exhibition Tour Makes Debut in Pismo Beach

[Pismo Beach, California – April 7, 2026] – The World Dog Surfing Championships® Exhibition Tour is bringing competitive dog surfing to California's Central Coast for the first time, with a limited showcase event in Pismo Beach on Saturday, **May 2, 2026**. The event runs from **10 AM to 2 PM** on the north side of the **Pismo Beach Pier** and is **free and open to the public**.

The World Dog Surfing Championships, held annually in Pacifica, California, is the premier competitive dog surfing event in the world. The Exhibition Tour is a traveling showcase designed to bring the sport to new audiences and new communities, and Pismo Beach marks the first-ever appearance.

What to Expect

The afternoon program features six of the world's top dog surfing teams demonstrating the sport at its highest level. A final showcase heat highlights the best performances, followed by an informal awards presentation and photo opportunities.

Community heats give local dogs and their owners the chance to get in on the action alongside the invited pros, and fan engagement moments, meet-the-dogs interactions, and sponsor activations are woven throughout the afternoon.

Beyond the surfing competition, the event includes a dog beach fashion contest and dog adoptions in partnership with local rescue organizations. The center of the event is at the Surf Dog Village, a beachside hub just north of the pier of sponsor tents and local organizations working to support dogs in the community.

Spectators can watch from the beach for an up-close view or from the Pismo Beach Pier for a bird's-eye perspective of the action. Note that dogs are not permitted on the pier. Attendees bringing pets should watch from the beach.

To Compete: Teams interested in participating in competition heats can sign up on Eventbrite.

"Pismo Beach has always been a place where dogs are more than welcome; they're part of what makes this destination so special," said Gordon Jackson, Executive Director of the Pismo Beach Conference and Visitors Bureau. "Our beach is leash-friendly, our community loves dogs, and our waves are a perfect fit for this kind of event. We couldn't be more excited to welcome the World Dog Surfing Championships Exhibition Tour to the Central Coast for the very first time."

Event Details

- Date: Saturday, May 2, 2026
- Time: 10:00 AM – 2:00 PM
- Location: Northside of the Pismo Beach Pier, Pismo Beach, CA
- Admission: Free and open to the public
- Dogs: Welcome on leash at all times per City of Pismo Beach rules; exception for competing dogs in the water only
- More information at Experience Pismo Beach

PRESS KIT HERE.

About the World Dog Surfing Championships®

The World Dog Surfing Championships® is the premier competitive dog surfing event in the world, held annually in Pacifica, California. The WDSC Exhibition Tour™ is a traveling showcase bringing the sport to new audiences across the country.

About Experience Pismo Beach

Located on California's iconic Highway 1, Pismo Beach is the epitome of a California beach town. With cliffside ocean views, a walkable downtown, and endless outdoor adventure, visitors get the perfect balance of excitement and tranquility. Whether surfing, kayaking, watching wildlife, wine tasting, clamming, or catching a sunset over the pier, Pismo Beach provides a serene getaway for all travelers. Follow the adventures on Instagram and Facebook: @PismoBeachCA and facebook.com/PismoBeachCa/.

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