



Our Story

SUP was nothing more than a dream for us. We were landlocked prairie dwellers with mountains far off in the distance. Every now and then we'd be at the nearest lake and someone would be out on this board with paddle looking different. What is that thing? Look fun though. It was a paddleboard. I don't even know where that person got that thing. Certainly, in Lethbridge, Alberta there wasn't a store anywhere near there that sold these things. It was 2005. There wasn't a SUP scene and the only thing people thought of when you uttered the acronym is 'What are you doing'.

Through the years it was always a friend of someone who saw someone Paddleboarding and things like that. Never would we imagine seeing one atop a mountain cruising across mother nature's glass like water surface in nearly effortless fashion.

Fast forward 12 years. Relocation day. Oh. My. God. We are moving to the coast. Honestly, we had never been and if we are being completely honest we hadn't heard of White Rock. 'It's a nice place is' about all people said about it.

Have you ever seen a palm tree growing in healthy fashion in Canada? This would become the question we would ask friends back home. We had lined up places to look at all through the lower mainland with no idea what we were getting into. Literally no idea. Our first was in White Rock. Actual White Rock. We fell in love. We locked it down. We introduced ourselves to the 87yr old neighbors. They told us that if we were to spend 6 months here, we'd never leave. We took our first walk through Ruth Johnson park to the promenade. We had a pint on the patio of the Boathouse watching the hot rods go by against a backdrop of calm waves gently brushing against rocky sand speckled with shipwrecked cedar logs. We cried. This was our new home.

What did we talk about over pints that day? Well, this is it. This is the place where we SUP! It sounds so silly. Moving day was 2 weeks away and went off without much of a hitch. We settled over the next few weeks. It was May. June rolled along. We're doing it. Steve from Pacific Boarder in Kitz is a very rad dude. He knew everything about SUP, or at least to us he did. We picked up our first board. An inflatable touring style. Truth be told we were rather underwhelmed by what was available in the SUP world. It seemed apparent that function was there but perhaps not form. Why does a snowboard look so rad but they can't make the biggest canvas in board sports a piece of art. We were pleased to support a Canadian company, however, as we brought our first board home. We then went on to spend every spare second of sunshine at the beach with our family and our board cruising the Semiahmoo Bay shores taking in all the ocean's majesty.

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Moving along to the next year it really stuck with us how the lacklustre appearance of so many brands was all there was to choose from. Sea Gods was born in that instant. The second that thought entered our minds it was born. It started out as more of a side project as I think many things like this do but quickly bred potential to be something special. We Started out by posting gigs on Craigslist looking for artists in the area that would be interested in featuring their work on one of our boards. We didn't have much budget and thought of various ways we would be able to retain the services of an artist without taking advantage. Thinking a "contest" would be the way to go we offered a finished product board to the artist that we chose in exchange for rights to their work. While many artists seemed ok with this, we received a very important email from a fellow at a design company called 'Donkey Ink' essentially lecturing us on what 'No Spec' is. We had no idea what we were participating in and ignorance is not ok. He sent us a link to research how companies often take advantage of artists in this way by getting them to perform the work without guarantee of payment and that's where we decided that not only were we going to design magnificently beautiful boards but we were going to do it in the Artist's favour. We cancelled our craigslist ad and sent apology letters to everyone who had contacted us including a heart felt thank you note to Donkey Ink as we were humbled by our new education. We re-posted our ad with our full intention offering a board based solely on our favorite portfolio. We struck up a contract with 'The 30/30 Stories' and a very talented man by the name of Luke McBain was our guy. His style is so subtle, yet in your face. So brightly colored and out of this world, yet so mysterious. We loved it. It is a metaphor for the ocean to us. We spent months going through the artwork concepts before we rested on what is now titled "Unlock the Deep Eleven6". Our flagship board. It is an absolute beauty. This is what started the Sea Gods train. After this we worked with our manufacturer to get a complete bamboo SUP build.

Fast Forward to Today, we have worked with half a dozen independent artist to create 5 beautiful SUP designs. We spent an entire year touring shops across BC and the prairies to find what their customers are looking for and finding homes for our pieces of "floating Art". We have developed a very high-quality specification for our boards and have found multiple manufacturers to work with us to bring the imaginations of some very talented artists to the SUP world and we are now ready to bring that imagination, that beauty to the world.

SUP is a sport for everyone, the whole family and their dog! We believe that SUP is more than just a sport however. It becomes a way of life. It has spiritual connotations, and many aspects of peace, solitude, and sanctuary. It breeds athletes, promotes fitness, and comradery. It should, then, also be an extension of a person's character. Our boards are designed with such quality and artistry that now your are not just getting a board to provide the function. You are getting the board that matches your form. You are getting a Sea Gods SUP!

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