Independent Practice: Brochure

**Directions:** For this activity, you will **work independently** to create a brochure for the surf shop.

Possible topics for the brochure:

* Features of a specific surf board
* Tidal information and cautions
* How to surf
* Great surf destinations

Describe the characteristics of the three traits of the target audience that are likely to use this information.

1. Age
2. Education
3. Group membership