



Biography Tierza Davis, Founder

Tierza Davis did not grow up dreaming of owning a women's surf camp. In fact, she did not even learn to surf until she was thirty-two years old. But once she did, she was hooked and her life has never been the same. Surfing changed her life – completely.

After several attempts at learning to surf, usually lessons from male friends who had a “dive right in” and “just go and surf” approach, Davis found herself paddling around, getting pummeled by waves, and generally, deflated by the experience. This, no doubt, led her to give up on the sport; that is until she took professional surf instruction in the summer of 2001. Once she was properly taught, she became addicted to the sport and has never turned back.



As luck would have it, she came upon a “fork in the road” when the internet advertising agency where she worked went bust during the dot.com era. With newfound time on her hands, and a passion for surfing, Davis set out to ride the gentle breaks of Central America for the first time. Her planned trip was cut short when she fell in love with Malpais, Costa Rica. She was drawn to the area and the people, and remembers never being as happy as she was in Malpais. It was pure living at its best. Further inspired by the “pura vida” vibe, she was compelled to share this cultural experience and the Costa Rican way of life with others and Pura Vida Adventures was born. After her trip to Central America, Davis returned to the States to see if she really could go from working in corporate America to owning a surf camp in Costa Rica. After some research and planning, she returned to Costa Rica and founded Pura Vida Adventures in 2003.

People always ask Davis how she came up with the business. It was born out of the realization that she wanted to share the amazing experience of traveling and surfing with others. Davis wanted to give surfers, particularly women, a positive

experience by providing expert surf instruction in a non-competitive and supportive environment. As a devotee of yoga for fifteen years, Davis knew that flexibility, awareness and balance were all important factors in being properly conditioned to surf, thus, she incorporated yoga and massage into her surf camp, as well.

If you asked Davis if she could imagine her life any other way, her answer would be..."Never. Inspiring women to embrace the experience of surfing – fears included – and watching them overcome the obstacle of fear is the magical part of my job, my reward."