

## **ACTION SPORTS READY AND SURFING AUSTRALIA ARE PROUD TO UNVEIL THE 2011 AUSTRALIAN JUNIOR SURFING TITLES PRESENTED BY SOUNDWAVE**

COOLANGATTA/AUSTRALIA (WEDNESDAY, 14th SEPTEMBER): Premier Australian music festival Soundwave 2012 and surf industry heavyweights Billabong, Hurley and Quiksilver have joined forces in an unprecedented show of support for the Action Sports Ready (ASR) Australian Junior Surfing Titles.

Such cross-industry support is a massive boost and vote of confidence in the future of junior surfing in Australia.

To be held at Coffs Harbour from November 26 to December 3, the titles will be presented by Soundwave 2012, Australia's leading music festival touring Australia's capital cities in February and March next year.

Each year, almost 250 of Australia's hottest Under 16 and Under 18 surfers representing six states (NSW, QLD, VIC, WA, TAS and Sth Aust) contest the titles, which this year will be under the guidance of contest director and 1988 world champion Barton Lynch.

"The ASR vision for the Australian Junior Surfing Titles is to run an event that incorporates the major surfing brands, media and youth culture supporters in unison to develop the junior surfing community and future of our industry," said Action Sports Ready CEO Jon Laurenson.

Surfing Australia CEO Andrew Stark applauded the industry-wide support for Australian junior surfing.

"We are extremely excited to see the surf industry unite through an innovative online platform that is ASR and through the Aussie Junior Surfing Titles," he said.

"This event is the absolute benchmark for Aussie junior surfing and to have this support along with the new innovative music festival is outstanding."

Of the pioneering and unique partnership between surf event and music festival, Soundwave General Manager Chris O'Brien described it as a perfect fit.

"As the presenting partner of the event, Soundwave is excited about giving young people a shot at being the next world champion. It aligns with the Soundwave ethos to support up and comers - in music or otherwise - and music and surfing have always gone hand in hand," he said.

"As surfing grew in popularity, that relationship strengthened with the outpouring of surf movies soundtracked by everyone from Ben Harper to Anthrax."

"This relationship between music and surfing is particularly true for junior surfers who devour music almost as ferociously as they do the sea. It's an exciting time for surfing in Australia and Soundwave are thrilled to assist this new generation as they drive the sport into the future and we are very proud to be associated with the 2011 Australian Junior Surfing Titles."

Billabong General Manager of Sales and Marketing Andrew Flitton praised Action Sports Ready for uniting the industry.

"Billabong is stoked to be involved in the Australian Junior Titles. This event is another testament to Australia's ongoing commitment to development and competitive structure that has groomed many of the world's best surfers," Mr Flitton said.

"To have Action Sports Ready unite the industry to bring this event to fruition is a positive for all concerned."

Quiksilver Marketing Manager Troy Brooks said the titles played a crucial role in maintaining Australia's dominant position in world surfing.

"The Aussie Titles is the backbone of Australian surfing and the reason Australia is the biggest surfing nation in the world and Quiksilver is stoked to support the future of Australian Surfing," Mr Brooks said.

Hurley Brand and Sales Director Australasia Jason Haynes was excited by the opportunity the titles will provide through Action Sports Ready for competitors to find out about career opportunities in the surfing industry.

“Hurley is proud to be a part of an event that supports junior surfing at the same time enables the opportunity for kids to improve their knowledge for possible future employment in the industry.”

With the backing of Soundwave, major surfing brands, and media and youth culture supporters, the event more wholly represents the next generation of surfing champions and surf industry leaders. This unique sponsorship structure highlights the Action Sports Ready ethos of sustainable future for the surfing industry.

School surfing will also make up a significant component of the eight-day event as a cross-over of excellent school surfers compete for both their schools and their state, chasing Australian School Surfing Association Titles.

A win at the national level is regarded as a major step in a surfer's competitive career with the list of past winners featuring some of the greatest names in world surfing including two-times ASP Men's World Champion Mick Fanning and fellow Gold Coast surfers Joel Parkinson, Dean Morrison and Bede Durbidge, plus former world champions Mark Richards, Tom Carroll and Damien Hardman.

Four-times Women's World Champion Stephanie Gilmore, 2005 world champion Chelsea Hedges, world no.2 Sally Fitzgibbons and 2011 World Tour rookie Tyler Wright are all included on the prestigious honour roll.

The dates and location for the 2011 Action Sports Ready Australian Junior Surfing Titles are:

Nov 26 – Dec 3, 2011, Coffs Harbour (NSW)

The Action Sports Ready Australian Junior Surfing Titles presented by Soundwave is proudly supported by Billabong, Hurley, Quiksilver, Coastalwatch, Surf Dive 'n' Ski, Jetty Surf, Tracks, Waves, Future Fins, FCS, Guvera, Surfing Australia, Surfing NSW, Australian School Surfing Association, Destination NSW, Coffs Harbour City Council, Australian Sports Commission, the Federal Government's Illicit Drugs in Sport Program, Travelsim, Blunt, Suncorp, Media Monitors, Mac & Me and Vertra.

**About Action Sports Ready:** [Actionsportsready.com](http://Actionsportsready.com) (ASR) is the world's premier online provider of product education and sales training solutions for the action sports industry. The primary aim of Action Sports Ready is to lift sales at the retail level by building the skills, knowledge and professionalism of the retail professional. ASR aim's to inspire, engage and create the next generation of industry consumers, retailers and leaders. ASR's Mission: Increase sales per category per salesperson across the global action sports industry by improving product knowledge, customer service and confidence of retail staff.

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