

**Actionsportsready.com (ASR)\* is proud to unveil the 2011 Australian Junior Surfing titles presented by Soundwave. Coffs Harbour NSW November 26-December 2<sup>nd</sup>.**

*The Aussie Junior Title are the back bone of Australian Surfing and the reason Australia is the biggest nation in the world.'*

Former World Championship Tour surfer and Quiksilver Marketing Manager Tony Brooks.

At the heart of junior competitive surfing is a blazing dream of the future; one saturated in surf culture and successes. It's a dream that fuels incredible determination and focus at an age where focus doesn't often come easy. It's a determination worthy of great support. For the very first time major players have aligned side-by-side, for **The Action Sport Ready Australian Junior Titles presented by Soundwave**, to send a clear message to the groms that there *is* a supported future for them within the surf industry, both in and out of the water.

Of the events new community-oriented focus, Jon Laurenson CEO of ASR says, *'The ASR vision for the Australian Junior and School 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.'*

Of the pioneering and unique partnership between surf event and music festival, the General Manager of Soundwave, Chris O'Brien, reckons it just makes sense.

*'As the principal partner of the event, Soundwave are 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. 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.'*

With the backing of industry leaders Billabong, Hurley, Quiksilver, FCS, Futures, Coastalwatch.com, Vertra sunscreen, Tracks and Waves magazines, Surf Dive n Ski and Jetty Surf retailers, Guvera.com and Mac & Me, **Action Sports Ready** with support from Soundwave provides an event that more wholly represents the next generation of surfing champions and surf industry leaders. This unique sponsorship structure highlights the ASR ethos of sustainable future for the surfing industry.

*"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,"* says Billabong General Manager Andrew Flitton. *'To have Action Sports Ready unite the industry to bring this event to fruition is a positive for all concerned. Billabong are stoked to be involved.'* Hurley feel the same, *"Hurley is proud to be part of an event that supports juniors surfing at the same time as it enables the opportunity for kids to improve their knowledge for possible future employment in the industry.'* Jason Haynes | Brand and Sales Director Australasia.

The **Action Sports Ready Australian Junior Surfing Titles presented by Soundwave** will kick off in **Coffs Harbour on November 26<sup>th</sup>**. There'll be more info to come on the daily

happenings as well as the pro cast of commentators and surfing gurus involved in the event; a reminder of the profound importance of the Junior Titles in Australian competitive surfing. Watch this space.

**\*About ASR**

**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.**