

**The Action Sports Ready\* Australian Junior Surfing Titles presented  
by Soundwave  
Coffs Harbour NSW November 26 – December 3<sup>rd</sup>**

Luminary Contest Director  
World Class Commentators  
Unprecedented Industry Support

With the visionary partnership arrangement revealed - displaying a rare alliance between the major players in surf and youth industries - it's time to get down to the nuts and bolts of what's to be the most dynamic junior titles yet.

It is the proud pleasure of Action Sports Ready and Surfing Australia to reveal that world-class, all-round awesome bloke, Barton Lynch has taken on the role of Contest Director. Of his involvement BL describes it as 'a no brainer.'

*'As a junior myself some 30-odd years ago,' he says, 'the junior titles was up there on my list as something I knew I wanted to win and I know it's on the list of every young competitive surfer in the country today. I particularly like that with Action Sports Ready at the helm it's given the other surf companies the opportunity to work together – a rare thing in a competitive market place – all in support of the kids.'*

Barton Lynch has dedicated a good part of his life to assisting the juniors in the surfing world, particularly with his own event - the under 15 BL Blast Off and is a natural fit as Contest Director for the The Action Sports Ready Australian Junior Surfing Titles.

Joining BL on ground, for mic duties, will be the events legendary group of commentators: former WCT legend and two time winner of this event Matt Hoy, former WQS surfer and Australian Champion Jock Barnes and current WQS surfer Jesse Myler Dyer.

*"Mate, this event set up my entire surfing career both in my competitive career and the fact I still get paid to go surfing," commented Hoy. 'What ASR now provides is the stepping-stone to the industry for all surfers who love the sport and culture. I can't wait to get to Coffs and see the next generation of Aussie rippers"*

During the event, FCS and Futures fins will provide test pilot stations so all competitors have access to the best equipment for all conditions and Apple reseller, Mac and Me from Newport Beach, have provided on site computers for the competitors and friends to access and experience Actionsportsready.com certification, at the event.

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Soundwave: Coffs Harbour NSW November 26<sup>th</sup> – December 3<sup>rd</sup>!**

The week long event in Coffs Harbour is inclusive of the following titles:

#### AUSTRALIAN SCHOOL SURFING ASSOCIATION NATIONAL TITLE DIVISIONS:

Under 19 Boys MR Shield  
Under 19 Boys All Stars  
Under 19 Girls MR Shield  
Under 19 Girls All Stars  
Under 16 Boys MR Shield  
Under 16 Boys All Stars  
Under 16 GIRLS All Stars  
State of Origin Teams Event

There has been participation from over 174 schools to compete for the final round to decide the Australian School titles.

#### SURFING AUSTRALIA NATIONAL JUNIOR TITLE DIVISIONS:

Under 18 Boys  
Under 18 Girls  
Under 16 Boys  
Under 16 Girls  
State Teams Event

#### **\*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.**