

BARTON LYNCH TO TAKE REINS AT THE ACTION SPORTS READY AUSTRALIAN JUNIOR SURFING TITLES PRESENTED BY SOUNDWAVE

COOLANGATTA/AUSTRALIA (Monday, 26th September, 2011): Former World Champion and Contest Director Barton Lynch has applauded the industry-wide support for the Action Sports Ready Australian Junior Surfing Titles presented by Soundwave 2012.

To be held in Coffs Harbour from November 26 to December 3, the event is the pinnacle of junior surfing in Australia and this year has received unprecedented support from Soundwave, Australia's premier music festival and surf industry heavyweights Billabong, Hurley and Quiksilver.

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 Lynch.

"As a junior myself some 30-odd years ago, the junior titles were 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," Mr Lynch said.

"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, in support of the kids."

Lynch has been a prominent supporter of Australia junior surfing having hosted the hugely successful BL's Blast Off events for Under 14 surfers for the past six years.

As Contest Director, Lynch will also be spending plenty of time in the commentary booth and will be joined by a commentary team including former World Tour and two-time Australian junior champion Matt Hoy, current WQS surfer Jessi Miley-Dyer and former World Tour competitor John Shimooka.

Hoy was ecstatic to be returning to the scene of one the proudest moments of his legendary career.

"This event set up my entire surfing career both in my competitive career and the fact I still get paid to go surfing," Hoy said.

"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, will provide on-site computers for the competitors and friends to access and experience Actionsportsready.com certification.

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.

The Action Sports Ready Australian Junior Surfing Titles presented by Soundwave is proudly supported by Coastalwatch.com, Surf Dive 'n' Ski, Jetty Surf, Tracks, Waves, Future Fins, FCS, Guvera, 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, Vertra.

About Action Sports Ready:

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.

Event Teaser - <http://www.youtube.com/watch?v=lesvwU6Tksg>

For more information please visit - www.actionsportsready.com or www.surfingaustralia.com

