

## PRESS RELEASE

For immediate publication

### Riding the wind to world championship heights:

### 24th Windsurfing & Kiteboarding World Cup on Fuerteventura.

**Fuerteventura, 29.06.2009** - For windsurfers and kiteboarders, Fuerteventura is the Hawaii of Europe. As well as white sand beaches, blue skies and summer temperatures, the island also has all the wind a windsurfer or kiteboarder could wish for. The wind-powered acrobats fly distances of up to 70 metres, reaching heights of up to 15 metres.

From 17th July to 1st August 2009, windsurfing and kiteboarding world championship events will be held on Fuerteventura. The windsurfing programme includes slalom and freestyle disciplines. The kiteboarders will compete in the freestyle discipline and there also will be a kitemloop competition.

Slalom is the Formula 1 of windsurfing. The event consists of a high-speed race around a course marked by buoys, with tense tussles for position and spectacular overtaking manoeuvres. Both windsurfers and kiteboarders will compete in freestyle events in which a jury of judges awards points for spectacular leaps and breathtaking manoeuvres.

With no exhaust fumes or engine noise, the competition for world championship points shows just how congenial and in harmony with nature top level sport can be. Once they're out on the water, the competitors really give it some juice – using the latest equipment, they utilise the wind so effectively that they can accelerate faster than the fastest sports car.

The competitions are held at a spectator and camera-friendly proximity to the beach. Direct contact between competitors and spectators is encouraged. The extreme sportsmen and women are more than happy to have spectators looking over their shoulders whilst preparing for the off.

There is also a wide-ranging programme of events and plenty to help you keep body and soul together. Spectators can chill on the beach with drinks, snacks and music whilst watching the events in the 1,000 m<sup>2</sup> lounge area. At night, thousands of visitors and locals groove together at the legendary World Cup Parties in the 2,000 m<sup>2</sup> party tent. At the award ceremony, the competitors will also join the fans in painting the town red.

**Organiser information:** The world cup on Fuerteventura is sponsored by the town of Pájara (Fuerteventura) and the Spanish Government. The event will, as it has for the last 24 years, once again be organised by René Egli and his team.

Fuerteventura has a very special relationship with the wind. The island is in the vanguard of wind energy. The town of Pájara (pop: 20,000) has been home to 45 wind turbines generating more than 10 MW of electricity since 1996.

## 17.07.- 01.08.2009 - Fuerteventura Windsurfing & Kiteboarding World Cup 2009

### **Programme:**

#### **17.07.-22.07.2009 - Kiteboarding PKRA Freestyle Grand Slam + KiteLoop Competition**

Registration and opening ceremony: 17.07.

Award ceremony: 22.07.

Prize money: €33,000

#### **Information:**

Freestyle: Scores are given for the most spectacular manoeuvres and leaps, which can cover distances of up to 70 metres and reach heights of up to 15 metres. The competition takes the form of a series of knockout rounds (rider vs. rider).

KiteLoop Competition: A kiteLoop is a technically very demanding manoeuvre. During a jump, the kite rotates through a number of 360 degree circles. The pressure this produces generates even more lift, with the result that the jumps are very high and cover huge distances. Points are awarded for the most spectacular execution.

#### **22.07.-27.07.2009 - Windsurfing PWA Slalom Grand Slam**

Registration and opening ceremony: 22.07.

Award ceremony: 27.07.

Prize money: €30,000

#### **Information:**

Slalom is the Formula 1 of windsurfing. The event consists of a high-speed race around a course marked by buoys. The event is characterised by tense tussles for position and spectacular overtaking manoeuvres.

#### **27.07.-01.08.2009 - Windsurfing PWA Freestyle Grand Slam**

Registration and opening ceremony: 27.07.

Award ceremony: 01.08.

Prize money: €45,000

#### **Information:**

The windsurfing freestyle event is characterised by spectacular, very rapid manoeuvres and extreme jumps. The competition takes the form of a series of knockout rounds (rider vs. rider).

**The competitions take place daily between 10 am and around 6 pm.**

**The evening events and parties start from 9 pm.**

## **MEDIA SERVICE:**

**Fuerteventura offers stunning competitions with beautiful pictures and interesting stories.**

### **TV Facts:**

We have a daily 3-4 minutes edited News Feed via satellite, plus Extra-Footage and interviews with the riders, free of charge. A shot list is available simultaneous via e-mail. We also do produce footage on request. The Footage will be available via our media server by internet at no cost. That footage can be also attached to the Sat Feed exempt of charges. Newstapes and Rough Cuts are free of charge by absorption of mailing expenses.

#### o Daily Sat - Feed

(Special sat feeds are possible for a uplink fee)

At the end of the event:

- o Rough Cut Windsurfing (Best of Slalom, Freestyle)
- o Rough Cut Kiteboarding (Best of Freestyle, Kite-Loop Competition)

**Photos:** High resolution pictures are available for download at [www.fuerteventura-worldcup.org](http://www.fuerteventura-worldcup.org) and can be found at: multimedia/photos. Or alternative ordered directly from the International Media Affairs Department. The multimedia/photos are free of charge.

**Service:** Accreditations can be made via the online application form found at [www.fuerteventura-worldcup.org](http://www.fuerteventura-worldcup.org) , via mail to [ct@fuerteventura-worldcup.org](mailto:ct@fuerteventura-worldcup.org) or directly by contacting the International Media Affairs Department on site. All information, photos and footage is available to any members of the Press and other Media free of charge. If you have questions or in case you need additional information, don't hesitate to contact the International Media Affairs Department Fuerteventura.

### **Fuerteventura Windsurfing & Kiteboarding World Cup 2009**

International Media Affairs Department

Christian Tillmanns

Tel: +49 (0) 700 84337446

E-Mail: [ct@fuerteventura-worldcup.org](mailto:ct@fuerteventura-worldcup.org)

Web: [www.fuerteventura-worldcup.org](http://www.fuerteventura-worldcup.org)