



Hainan Wanning Riyue Bay International Surfing Festival
Media Kit



MEDIA KIT





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About the International Surfing Festival

From January 25 to 30, China will become the international surfing capital with the world's top surfers competing on their National Teams in the ISA China Cup followed by a second surfing competition, the Hainan Classic, an ASP Men's 4-Star contest.

The three-day ISA China Cup will feature the finest surfers from the top eight qualifying countries, based on the National Team results from the 2012 ISA World Junior Surfing Championship held last July in Playa Colorado, Nicaragua.

National Team surfers will include former World Tour competitors Sunny Garcia (HAW) and Cory Lopez for the USA, Sofia Mulanovich for Peru, and Mitch Crews from Australia, and others. Each country will field a National Team of 4 men and 2 women vying for team and individual gold medals.

Immediately following completion of the event, the Hainan Classic, an ASP Men's 4-Star with a \$ 95,000 USD prize-purse, will commence. Much like the ISA China Cup, the contest will draw surfers from all over the globe, but instead of competing for their country, surfers will be vying for individual ASP World Ranking points. Aside from many of the top male competitors from the ISA China Cup, other surfers confirmed to be attending include, Puerto Rican Brian Toth and many other top athletes from around the world.

History of the event

The second edition of the Hainan Riyue Bay International Surfing Festival will be a historic event, the result of the combined efforts of the ISA, its partner in China, Womei Advertising, the Governments of Hainan Island and the City of Wanning.

An unprecedented happening in China, a country of 1.3 billion people and 9,000-plus miles of coastline with very little surf culture to speak of. The plan is for the Festival to serve as the initial spark in nurturing surfing in China. The Festival is the joint work of the ISA and Womei Media, which is a Beijing sports and media organization.

The ISA's vision is to develop the sport of surfing across China's long coast, and the ISA has partnered with Beijing Womei Advertising, the China National Water Sports Association, the Hainan Culture and Sports Department and the Wanning Sports Bureau, who are all working for a better surfing future.



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Past Champions

2012 ISA China Cup:

- Open Men: Heath Joske (AUS)
- Open Women: Sofia Mulanovich (PER)
- Champion: Australia

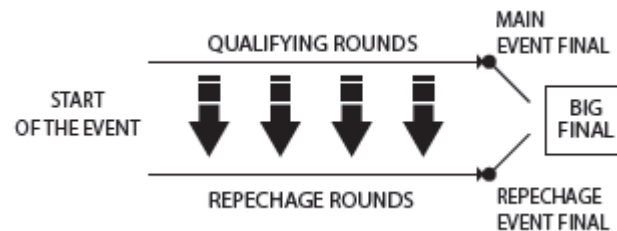
Event Format



2013 ISA China Cup

This is a double elimination event, which means that surfers need to lose twice to be eliminated. All surfers start in the same bracket, and those who win make their way through what's called the Main Event.

Those who lose, fall to the Repechage. If surfers lose in the Repechage they are out of the event. As for surfers who remain in the Main Event, the further they advance, if they lose once, they will fall to the corresponding advanced round of Repechage.



At the end, the finalists of the Main Event will compete against the finalists of the Repechage to create one final to determine the division medalists.



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2013 Hainan Classic, Men's 4-Star ASP

The ASP Hainan Classic will be surfed over three days of competition featuring six rounds and a Grand Final.

The 96 surfer draw begins with 16 round 1 heats of 25 minute duration, consisting of four surfers each, with 50% progressing to round 2.

This progression process continues to the the fourth round which will qualify the remaining 8 surfers into four quarterfinals in man-on-man two surfer heats.

The remaining semi-finals are man-on-man heats culminating in the grandfinal where our two best surfers face off over 30 minutes.

Past Champions

2012 Hainan Classic, Men's 4-Star ASP

- 1st Glenn Hall (IRL)
- 2nd Royden Bryson (ZAF)
- 3rd Dion Atkinson (AUS)
- 3rd Marc Lacomare (FRA)



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All you need to know about the ISA Hainan Wanning Riyue Bay International Surfing Festival

Olympic Spirit

The event gathers the best surfers from every continent as part of their National Teams in an “Olympic style” event. The surfers contend for medals and the honor of representing their respective countries. There are no cash prizes awarded.

Athletes compete for individual and team Gold, Silver, Bronze and Copper Medals, as well as for the coveted China Cup Trophy, which is awarded to Gold Medal-winning National Team.

Countries and Divisions

Athletes from 8 countries will surf the waves of Riyue Bay, located on Hainan Island, on the South China Sea. The eight invited National Teams are Hawaii, Australia, Brazil, USA, Japan, France, Peru, and Portugal. Japan, Portugal and Hawaii will be new to the event. They will be seeking the Open Men and Women medals, and the overall Team Standings.



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ATHLETES TO WATCH AT THE ISA CHINA CUP AND HAINAN CLASSIC



Glenn Hall
Ireland
ASP Top 36. Winner of the 1st edition of the Hainan Classic on 2012



Sunny García
Hawaii
2000 ASP World Tour Champion, 2012 Nicaragua World Master Surfing Championship Gold Medalist on the Grand Master Division.



Cory Lopez
United States
Silver Medalist at the 2009 ISA World Surfing Games and at the 2012 ISA China Cup, 3-Time ESPN X-Games Gold Medalist



Vasco Ribeiro
Portugal
2011 and 2012 ISA World Junior Championship Silver and Copper medalist



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Nicola (Nikki) van Dijk
Australia
2012 ASP Women's World Junior Champion



Maxime Huscenot
France
2010 ASP World Junior Champion, 2009 ISA World Junior Surfing Championship Copper Medalist



Matheus Navarro
Brasil
2012 ISA World Junior Surfing Championship U-18 Gold medalist.



Wade Carmichael
Australia
Australasian pro junior champion 2012



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Juninho Urcia

Peru
2011 World Junior Team Champion, 2012 Peru's
Open National Champion and 2012 ALAS Junior
Champion.



Nao Omura

Japan
ASP World's Top 34.



Michael Rodrigues

Brazil
2012 Brazilian Open Champion



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About the International Surfing Association

The International Surfing Association (ISA) is recognized by the International Olympic Committee as the World Governing Authority for Surfing. It was originally founded as the International Surfing Federation in 1964 and has been running the Open Division World Championship since 1964, the World Junior Surfing Championship since 1980, the World Masters Surfing Championship since 2007, the World Bodyboard Championship since 2011, the Hainan Wanning Riyue Bay International Surfing Festival in China, and the World Standup Paddle (SUP) and Paddleboard Championship beginning in 2012. The ISA also sanctions the World Kneeboard Titles and the World Tandem Surfing Championship, and will launch the World Longboard Championship in 2013.

ISA membership includes the surfing National Governing Bodies of 72 countries on five continents. Its headquarters are located in La Jolla, California. It is presided over by Fernando Aguerre (Argentina), first elected President in 1994 in Rio de Janeiro and re-elected seven times since. The ISA's four Vice-Presidents are Alan Atkins (AUS), Karín Sierralta (PER), Debbie Beacham (USA) and Layne Beachley (AUS).

For more information please visit www.isasurf.org.

ABOUT ASP

The Association of Surfing Professionals (ASP) is the governing body of professional surfing. Crowning surfing's undisputed world champions since 1976, the ASP sanctions the following tours: the ASP World Tour (consisting of the ASP World Championship Tour Race, the ASP PRIME events and the ASP Star events), the ASP Women's World Tour, the ASP World Longboard Tour and the ASP World Junior Tour. The ASP is dedicated to showcasing the world's best surfing talent in a variety of progressive formats and has revolutionized the way the world watches surfing via their webcasts. The organization is divided into seven different regions: Africa, Asia, Australasia, Europe, Hawaii, North America, and South America.

Womei Media

Womei Media is a complete media group with headquarters in Beijing, China. Womei Media consists of a sports marketing division that is dedicated to introducing new and exciting sports to the Chinese people by organizing and promoting major sporting events throughout the country. Womei Media is an advertising agency for CCTV, China's largest national TV network. The company also publishes and distributes print magazines, and it is developing a chain of movie theaters throughout China. Womei Media is the primary Chinese commercial agent of the ISA (International Surfing Association), UCI (Union Cycliste Internationale), and the National Basketball Association's Houston Rockets.

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