

# Official Media Kit



## Record Number of Countries to Compete in 2018 VISSLA ISA World Junior Surfing Championship in Huntington Beach, USA

*362 top international U-18 surfers from 44 countries*

### **Full Event Title:**

2018 VISSLA ISA World Junior Surfing Championship presented by Visit Huntington Beach

View Official Trailer:

<http://isasurf.org/juniors/2018/en/coming-soon-2018-vissla-isa-world-junior-surfing-championship/>

### **WHO?/WHAT?:**

The best junior surfers from every continent will gather to compete for their National Teams in an “Olympic-style” event where each surfer’s individual performance earns points towards the team total.

With 44 competing countries and more than 362 athletes, this year’s competition will feature the most surfers and countries in the history of the ISA World Junior Surfing Championship.

### **WHEN?/WHERE?:**

- Saturday, October 27 (10:00 am) – Parade of Nations and Opening Ceremony | Main St. / Pier Plaza
- Saturday, October 27 (3:00 pm) – Competition to commence | south side Huntington Beach Pier
- Sunday, October 28 - Sunday, November 4 (7:30 am - 5:00 pm) – Competition | south side of Huntington Beach Pier
- Sunday, November 4 – Closing Ceremony following end of competition

## **WHY?**

The world's best junior surfers will compete for individual medals and the coveted ISA World Junior Team Champion Trophy. Gold, Silver, Bronze and Copper Medals will be awarded to the top four placing athletes respectively in each division.

In 2016, the International Olympic Committee voted to include Surfing in the Sports' Program of the Tokyo 2020 Olympics. The top surfers in this event have their eyes set on being the first Olympic surfers in two year's time.

## **Story hooks:**

- Dominance of host team USA - Gold Medalist in two of last three editions (2015, 2017)
- First edition of the event to feature equal slots for boys and girls -- ISA's commitment to gender equality
- Returning ISA Junior World Champions: Summer Macedo (HAW, 2015), Joh Azuchi (JPN, 2017), Alyssa Spencer (USA, 2017)
- Future of Surfing: Most top professional tours have passed through this event, and many have earned ISA Junior Gold Medals

## **Visuals:**

- More than 500 surfers and team officials in festive country uniforms
- World-class Junior surfing in the ocean
- Festive team zone, teams cheering
- Spectators cheering on surfers

## **Interviews:**

- Athletes from 44 countries, coaches, team officials
- ISA President Fernando Aguerre
- ISA staff (contest director, etc.)

## **Media Contact:**

Evan Quarnstrom

ISA Marketing and Media Manager

[evanquarnstrom@isasurf.org](mailto:evanquarnstrom@isasurf.org)

+1 831 535 9834

## **Media Downloads:**

High res photos, video news release and video highlights can be downloaded on

<http://isasurf.org/juniors/2018/en/media/>

Enter a name or three letter country code in the "global search" tool search through all event photos.

### **About The International Surfing Association:**

The International Surfing Association (ISA), founded in 1964, is recognized by the International Olympic Committee as the World Governing Authority for Surfing. The ISA governs and defines Surfing as Shortboard, Longboard & Bodyboarding, StandUp Paddle (SUP) Racing and Surfing, Bodysurfing, Wakesurfing, and all other wave riding activities on any type of waves, and on flat water using wave riding equipment. The ISA crowned its first Men's and Women's World Champions in 1964. It crowned the first Big Wave World Champion in 1965; World Junior Champion in 1980; World Kneeboard Champions in 1982; World Longboard Surfing and World Bodyboard Champions in 1988; World Tandem Surfing Champions in 2006; World Masters Champions in 2007; and World StandUp Paddle (SUP, both surfing and racing) and Paddleboard Champions in 2012.

ISA membership includes the surfing National Governing Bodies of 104 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. The ISA's four Vice-Presidents are Karín Sierralta (PER), Kirsty Coventry (ZIM), Casper Steinfath (DEN) and Barbara Kendall (NZL).

### **About VISSLA**

Vissla is a brand that represents creative freedom, a forward-thinking philosophy, and a generation of creators and innovators. We embrace the modern do-it-yourself attitude within surf culture, performance surfing, and craftsmanship. We constantly strive to minimize our environmental impact and protect the oceans and waves that raised us. This is a surf-everything and ride-anything mentality.

We are creators and innovators.

### **About Visit Huntington Beach**

Visit Huntington Beach is the official destination marketing organization of Huntington Beach, Surf City USA®. One of Southern California's premier beach and surf destinations, Huntington Beach is the ideal location for a California family vacation, active outdoor sports and adventure trip or relaxing weekend getaway. With 10 miles/ 16 kilometers of wide-open white sand California beaches, Huntington Beach is a destination of choice for vacationers and business travelers alike. To plan your Surf City USA® vacation, or to learn more about Huntington Beach, see the Visit Huntington Beach website at [www.surfcityusa.com](http://www.surfcityusa.com), go to @SurfCityUSA on Instagram, or call 1-800-729-6232 for a free Visitors Guide.