

ISA WORLD SUP
& PADDLEBOARD CHAMPIONSHIP
COPENHOLD
HAWAII
DENMARK 2017

Media Kit

WHO?: 286 of the world's best SUP racers, SUP Surfers, and Paddleboarders hailing from 42 nations around the world competing for their National Teams.

- To learn about top stars set to compete, visit: <http://www.copencoldhawaii.com/the-stars>
- To view full team rosters, visit: <http://isaworlds.com/sup/2017/en/teams/>

WHAT?: The world's only world championship for the sports of SUP Surfing and Racing. The ISA has run the ISA World SUP and Paddleboard Championship since 2012 in Peru (2012, 2013), Nicaragua (2014), Mexico (2015) and Fiji (2016). The sixth edition in 2017 will be the first time that the event has taken place in Europe.

WHEN/WHERE?: The event will take place September 1-10 across two venues in Denmark, Copenhagen and Vorupør (aka Cold Hawaii).

- **Copenhagen**
 - September 1 - Opening Ceremony @ 14:00
 - September 2 - SUP and Paddleboard Distance Races, 9:00-16:30
 - September 3 - SUP Sprint Races 9:00-12:30
 - September 3 - Award Ceremony 13:00-14:00
- **Vorupør**
 - September 4 - Lay day
 - September 5-10 - SUP Surfing, Technical Races, and Team Relay Race
 - Schedule will be decided according to conditions.
 - September 10 - Closing Ceremony after the end of competition

See Copenhagen race courses here: <http://isaworlds.com/sup/2017/en/schedule/>

WHY?: The ISA World SUP and Paddleboard Championship is a platform for the world's best SUP and Paddleboard athletes to compete for medals and represent their countries in competition.

As the world's fastest growing water sport imbued with youthful and high performance energy, the ISA believes that SUP would be a perfect addition to the sports program of the Olympic Games. The ISA included SUP on its proposal for the Tokyo 2020 Games, but only shortboard Surfing was selected. The ISA intends to continue lobbying for SUP's inclusion in the Games and has already achieved inclusion in other multiple sport events, such as the 2019 Pan Am Games, the 2019 World Beach Games, and 2017 Central American Games.

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This edition of the World Championship in Denmark will be one more step forward in growing sport and expanding its visibility to a global audience to take SUP to the world's greatest sporting stage.

DISCIPLINES/FORMAT:

Each team will be able to field up to 18 athletes in the following divisions:

SUP Surfing: Men (2), Women (2)

SUP Distance Race: Men (2), Women (2)

Paddleboard Distance Race: Men (1), Women (1)

SUP Sprint Race: Men (1), Women (1)

SUP Technical Race: Men (2), Women (2)

Paddleboard Technical Race: Men (1), Women (1)

SUP Surfing will follow a Repechage (double elimination) format for the first round, with proceeding rounds being single elimination.

MEDIA POLICY: Media are welcome to use photos, video news releases, and highlights free of charge for editorial use. No commercial rights are granted.

Accredited media will have access to the media office at each venue location with internet, power, and a working space.

Media Contacts:

International Media

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Danish Media

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Official event website: www.isaworlds.com

High res images, video news releases, and video highlights available for download here:
<http://isaworlds.com/sup/2017/en/media/>

This page also contains the international media accreditation.

Danish media, please find accreditation at:

<http://www.copencoldhawaii.com/media/#press-accreditation-section>