



## MEDIA RELEASE

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### 2011 SARAWAK WAKEBOARD WORLD CUP TO BUILD LEGACY OF WATERSKI & WAKEBOARD SPORT FOR THE PEOPLE AND TOURISTS OF SARAWAK

The 2011 Sarawak Wakeboard World Cup to be held on the 15-18 September at the Kuching Waterfront will be leaving behind a legacy for the sport in the State.

International Waterski & Wakeboard Federation (IWWF) and Waterski & Wakeboard World Cup Sdn. Bhd. (WWWC), the organisers of the event are committed to leave behind the legacy of the sport with the setting up of a Academy.

"The legacy building is the more difficult part of our obligations," said Kuno Ritschard the President of IWWF.

"In order to do this successfully we are starting the organisation of the World Cup earlier than usual with the despatch of our first state of the art Mastercraft boat and coaches in May to Kuching."

"This will kick-off the Sarawak Waterski & Wakeboard Academy project in training the Sarawak youths how to wakeboard using the World Cup site of the river at the Kuching Waterfront."

The academy is expected to be launched in early June 2011 after the Gawai festival with the commencement of the training of Sarawak youths selected by the Ministry of Social Development & Urbanisation Sarawak in cooperation with the Ministry of Tourism & Heritage.

The Sarawak Wakeboard World Cup will also help Sarawak State Government to build a strong foundation for tourism and the people of Sarawak to enjoy.

"Our agencies will also be invited to the launch of the Academy as this sport is a most sought after tourism product in the western world and we also like to see tourism in Sarawak benefitting from our sport." added Ritschard.

The Sarawak Wakeboard World Cup is also certain to attract international media exposure to enhance the image of Sarawak and the Kuching Waterfront.

International TV and print media coverage have been organised to report on the efforts of the 30 world class wakeboarders in exciting competitions over the 3 days of the event in their battles for world honours and the US\$100,000 prize fund.

The 2011 Sarawak Wakeboard World Cup is held in conjunction with the 2011 Sarawak Regatta for the first time this year with the Regatta being run from the Thursday 15 to Saturday 17 of September and the Wakeboard World Cup from the Friday 16 to Sunday 18 September. The total crowd is expected to be more than 100,000 over the 4 days of the water festival.

Sponsorship partnerships are open to Malaysian and international corporations for the World Cup and more info can be obtained from Hanifah

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