

## **MEDIA RELEASE**

# **LABUAN INTERNATIONAL SEA CHALLENGE 2009**

The Labuan International Sea Challenge 2009 is held from 28 April to 3 May 2009 at the Labuan International Sea Sports Complex.

Organised by the Labuan Tourism Action Council, the week-long tournament is Malaysia's biggest sea sport event. This year, more than 20 events have been lined up, attracting more than 3,000 local and foreign participants.

The highlights of this year's LISC are the Labuan International Game Fishing Tournament, the Sprint Kayak, Labuan Cross Channel Swimming Challenge and Round Island Kayak Challenge.

The IGFA-regulated Labuan International Game Fishing Tournament (28 April - 3 May), a six-day and five-night fishing expedition around Layang-Layang Island, is considered a prestigious and challenging deep sea fishing tournament in Asia. It is also part of the IGFA Offshore World Championship qualifying round.

The Cross Channel Swimming Challenge (Labuan-Papan Island-Labuan) on 1 May is a 5.4km-long open sea swimming event. Participants who manage to break the existing record will receive a RM500 incentive on top of the cash prizes won.

A new addition to LISC 2009 is the 600m Sprint Kayak (1 and 3 May) which will challenge the skills and endurance level of the kayakers.

The Labuan Round Island Kayak, to be held on 2 May, is designed for highly-skilled kayakers and covers a distance of 50km. In 2007, the event gained entry into the Malaysia Book of Records as the "Largest Kayaking Competition."

Other supporting events during the LISC 2009 include beach rugby competition, tug-of-war, youth graffiti art contest, LISC '09 auto show, boat tug-of-war, shore fishing, duck catching and pillow fight competitions, hermit crab race and children's fashion show.

The LISC 2009 is held in conjunction with the Malaysia Water Festival 2009 and this year's event is extra special because it coincides with Labuan's Silver Jubilee celebration.

### **Background Information**

The Labuan Sea Challenge was first organized in 1996 as part of the government's effort to develop the island's immense tourism potential. The first Labuan Sea Challenge comprised a swimming competition, an underwater treasure hunt and a deep sea fishing tournament.

The event was rebranded in 2001 as Labuan International Sea Challenge to position the island as an international destination for water sports. In the same year, its deep sea fishing tournament received international accreditation from the International Game Fish Association (IGFA) and it has since served as a qualifying round to the prestigious IGFA Offshore World Championship.

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