



MEDIA RELEASE

KUCHING TO HOST INTERNATIONAL WAKEBOARD EVENT

Sarawak has won the bid to stage a Wakeboard World Cup Stop this year at the popular Kuching Waterfront from 16 to 18 September 2011. Noted as the premier event among top water-sports athletes, the competition is expected to put Malaysia on the world map as a favourite water-sport destination among the over 30 million active waterski and wakeboard enthusiasts all over the world.

The event is organised by the International Waterski & Wakeboard Federation (IWWF) and hosted by the Ministry of Tourism and Heritage, Sarawak.

Since it was first introduced in 2005, 30 World Cup Stops have been organised in France, Egypt, Russia, China, Great Britain, Ireland, Singapore, South Korea and other countries .

Kuching is the second city in Malaysia to host the event; Putrajaya hosted it for two consecutive years in 2008 and 2009.

Scheduled to coincide with the TYT Yang Di-Pertua Negeri Sarawak's birthday celebrations and the popular Sarawak Regatta, the Kuching Wakeboard World Cup Stop will see participation from at least 15 countries including Argentina, Australia, Belgium Canada, China, France, Great Britain, Korea, the Netherlands, Russia, Singapore, South Africa, Sweden, Thailand and the USA.

Talents to watch out for include superstars such as Phillip Soven, Andrew Adkison, Dan Knott, Dallas Friday, Nicola Butler, Harley Clifford, Raimi Merritt and Sasha Christian.

In addition to the main competitions, the *Stars of Florida Waterski Show Team* – professional performers of waterskiing acrobatics – will also perform for the public.

With extensive media coverage, the event is expected to bring world attention to Sarawak and Malaysia as an exotic and exciting tourist destination.

The Sarawak Wakeboard World Cup Stop meets the aims of the Malaysian Government for tourism to attract tourists and boost the tourism industry through the hosting of international-level sporting events.

For more information and photographs please contact IWWF & WWWC (Waterski and Wakeboard World Cup) Event Director, Hanifah Yoong at email: hanifah@waterski.com.my or hp: +6012 2721948.

Issued by: Tourism Malaysia
Date: 28 Jan 2011
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