



**Press release: Tuesday 25 October, 2016**

## **UK's best surfers head inland for world-first pro surf event**

**Major event at Surf Snowdonia brings more than 2,000 surf fans to heart of Conwy Valley**

More than 2,000 surf fans and curious onlookers made their way to the heart of the Conwy Valley yesterday to watch the UK's best surfers take part in an unprecedented inland surf competition.

Against a backdrop of the Conwy Valley's forests and mountains, the UK's top male, female and junior surfers came together to take on Surf Snowdonia's world-first mechanical wave. Forty elite UK surf athletes competed in all, some of whom will almost certainly figure in the GB squad when surfing makes its debut at the 2020 Tokyo Olympics.

After a series of fast-paced knockout rounds, Bude-based surfer Jobe Harriss triumphed in the Men's division, with 16-year old Kit Innes taking the top prize for the U18s. First prize in the Women's division went to Jo Dennison, a four-times Welsh Champion and former British Champion and the head of the Surf Snowdonia Surf Academy.

The Surf Snowdonia Pro Tour Challenge competition was part of the UK Pro Surf Tour for 2016. The event was sponsored by Conwy County Borough Council who supported free entry for spectators and a substantial cash prize for the winner of each category.

Andy Ainscough, managing director at Surf Snowdonia said:

“The Surf Snowdonia Pro Tour Challenge was a fantastic flagship event for Conwy and a great start to the half term holidays in North Wales.

“Being asked to feature on the UK Pro Surf Tour was both a fantastic privilege for us and a great milestone for the sport of surfing. We’re delighted to have brought so many surf fans to what is a small landlocked village in North Wales and we look forward to hosting similar events in the future.”

**ENDS**

**Notes to editors**

**Full results table:**

**To come from UK Pro Surf**

**About UK Pro Surf Tour:**

The UK Pro Surf Tour is the only series of pro surf events held in the UK. The tour takes in some of the best surf locations in the UK, from the world class waves of Scotland to the hustle and bustle of the south west coast.

The tour aims to encourage the development of surfing talent in the UK right from the grass roots groms through to the World Tour contenders. This is achieved by organising competitions in a wide variety of locations for a substantial financial reward.

Established in 1998, the UK Pro Surf Tour has gone from strength to strength. Initially only comprising the men's and women's open divisions, it now encompasses a longboard category and a pro junior event but even more significantly a further seven junior divisions.

Now in 2016, the UK Pro Surf Tour includes major surf events in the UK, including the Thurso Surf Festival, held in one of the best waves in the world. Other stops on the tour include the Scarborough Surf Festival, UK Schools Pro Am, not to forget the legendary Nightsurf. In addition, this year we will

have events at World Class Waves in Lynmouth and Llantwit, as well as the first UKPSA Wave Pool event at Surf Snowdonia.

### **About Surf Snowdonia:**

Surf Snowdonia is a revolutionary inland surf lagoon which opened on 1<sup>st</sup> August 2015 on the edge of the Snowdonia National Park in North Wales, 7 miles from the sea.

The £15m unique facility is the first ever publicly accessible Wavegarden® surf lagoon which uses unique engineering and technology to produce the longest man-made surfable waves on the planet.

The consistently powerful waves interact with the contours on the bed of the lagoon to provide different wave profiles at different points in the lagoon (an over-head advanced wave, an intermediate waist-high wave and beginner white water waves which are knee-high). The advanced wave peels for up to 150 metres, the equivalent of a 20-second ride.

Surf Snowdonia also features a Crash & Splash over-water activity lagoon, retail, restaurant and café areas as well as a 50-metre glass-fronted viewing gallery and on-site B&B Glamping pod accommodation from £25 pppn. Parking and entrance to the 'dry' facilities in the park is free.

### **Assets / social media:**

Story image attached. Caption: Current Welsh women's champion Emily Williams at Surf Snowdonia

Generic hi res images of Surf Snowdonia [here](#).

Video available on request.

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