



**Press release: 29 August, 2017**

**Inland surf: UK Pro Tour heads back inland to Conwy's Surf Snowdonia  
World-first lagoon will host one-day showcase competition in October**

Top national surf event – the UK Pro Surf Tour – will head inland once again this year as it confirms [Surf Snowdonia](#) will be a key date on its 2017 schedule.

The tour, which is in its 20<sup>th</sup> year, is the only national pro surf competition in the world to take place on an inland lagoon. It is organised by the [UK Pro Surf Association](#) (UKPSA).

It called at Surf Snowdonia for the first time in 2016, attracting over 2,000 surf fans and day trippers who came to watch the extraordinary one-of-a-kind event which saw the UK's best surfers going head-to-head in a knockout style competition.

This year's event, which is sponsored by [Conwy Council](#), will take place on **Sunday 22<sup>nd</sup> October 2017**. Entry - and parking - will be free of charge and the organisers say spectators will enjoy a mini festival atmosphere with refreshments, music and family-friendly activities to complement all the action on the waves.

Andy Ainscough, managing director of Surf Snowdonia said:

“Last year's UK Pro Tour event was a great success for Surf Snowdonia and the Conwy Valley – we were blown away by the enthusiasm and size of the crowd who came to be part of it. It is something we are very much looking forward to repeating this year.

“Hosting the tour is a great opportunity for us to showcase some of the UK's most exciting surfers and put on a unique, feel-good event.

“But it's also an opportunity for us to showcase this region to new visitors – we know that many of our Pro Tour visitors and competitors last year were visiting North Wales for the first time.



“We hope the tour will become a regular fixture on our year-round calendar of Surf Snowdonia festivals and events.”

The UK Pro Surf Tour showcases the best surfing locations – as well as the best surfers – in the UK. The event at Surf Snowdonia will see the UK’s top male, female and junior surfers compete to take the top spots in men’s, women’s and junior’s categories. Competitors qualify on merit and there is a substantial cash prize in each category.

David Reed, the director of the UK Pro Surf Association said:

"UKPSA are excited to be returning to Surf Snowdonia in October. This event last year crowned two great surfing champions; Jo Dennison, head of the Surf Snowdonia Surf Academy defeated the best female surfers in the UK to take the women's title, and Jobe Harriss, who not only won the men's event at Surf Snowdonia, but went on to win the overall UK Pro Surf Tour 2016.

“Surf Snowdonia provides an outstanding and unique venue for a contest where the waves are consistent and guaranteed, allowing the surfers performances to be fairly judged. It is a fantastic location to watch the sport up close and get engaged with the drama of competitive surfing”

Because its waves are generated at the push of a button, land-locked Surf Snowdonia is the only guaranteed surf break in the UK.

The world-first facility opened in August 2015, and has since welcomed some of the most passionate surfers on the planet – from dedicated amateurs like Larry Page, co-founder of Google, to world-ranked pros like Hawaii’s Albee Layer and Australia’s Jack Freestone.

Spectators at the UK Pro Tour event will be able to watch from indoor and outdoor viewing areas, and there will be live music, with refreshments and food served all day at Surf Snowdonia’s cafés, deli and bar. Limited [B&B glamping](#) will be available from £25 per person per night, with [campervan hook up](#) for £20.

The names of the surfers taking part in the Surf Snowdonia Pro Surf Challenge will be announced to press over the coming weeks.

ENDS



## **Assets / social media:**

Video and images available [on this We Transfer Link](#).

Follow us on [Facebook](#)

Twitter: @SurfSnowdonia @ukprosurf @eventsconwy

#InlandSurf #FindyourEpic

## **Notes to editors**

### **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.

### **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 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 a variety of 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.



**For more information please contact:**

Louise McWatt

[lm@mcwattjones.com](mailto:lm@mcwattjones.com)

@mcwattlou

Tel. 0753 204 3072