



Pro Surf Tour

Korev splashes out on UK Pro Surf Tour sponsorship

St Austell Brewery is set to continue its sponsorship of the UK Pro Surf Tour through its Korev Cornish Lager brand across 2018 with the first key event, the UK Surfaced Pro, scheduled for 12th- 13th May at Watergate Bay.

Signing up for the renewed sponsorship, Brewery Trade Marketing Manager Marc Bishop said, “Korev is fast becoming synonymous with the Cornish surf culture, so it’s really important for us to be linked with truly authentic organisations that are working to develop the sport and nurture local talent. The UK Pro Surf Tour is a great advocate in both of these areas and we’re delighted to be a part of the Tour that provided such an exciting series of events across 2017.”

The UK Pro Tour is the only series of pro surf events held in the UK. Events that are held in some of the best surf locations, from the world class waves of Scotland to the hustle and bustle of the south west coast. The tour aim is to encourage the development of surfing talent in the UK right from the grass roots through to the World Tour contenders. This is achieved by competing in a wide variety of locations for a substantial financial reward.

As UK Pro Surf Tour Director Dave Reed commented, “Linking with partners that truly buy in to the sport at all levels is really important for us and we’re looking forward to working with St Austell Brewery again not just for the support they give to the tour but also for the way they support local talents like Newquay’s Luke Dillon and Lucy Campbell from Woollacombe in competition both at home and around the world.”

Team Korev rider Lucy won the 2017 UK Pro Surf Tour Women’s Championship and is looking forward to defending her title again this year, saying, “The Pro Surf Tour is special because of the very different challenges posed by the venues across the UK. Everyone can get used to their own home surf but when you have to compete in such a wide variety of surf and location, it’s a great leveller and makes the title that much more special. I was thrilled to win the Tour last year and really looking forward to getting started at Watergate again this year.”

Following the Watergate event in May, the Tour will take in familiar and challenging venues such as Fistral, Thurso and Scarborough as well as the increasingly popular WaveGarden wave lagoon at Dolgarrog in Wales for the SurfSnowdonia event.

The Tour, which includes men’s women’s and junior competitions will culminate at Fistral for all categories in October, followed immediately by the presentation of the 2018 titles at the UK Pro Surf Tour Awards night.

COPY ENDS



Pro Surf Tour

For more information about the 2018 UK Pro Surf Tour visit www.ukprosurf.com. For more information about Korev surf sponsorship visit www.korev.co.uk.

Full UK Pro Surf Tour Schedule 2018

Men's

1	12 th - 13th May	Watergate Bay	Surfaced Pro	Men's Open
2	6 th - 7th July	Fistral Beach	Night Surf	Men's Open
3	13 th - 14th October	Scarborough	North East Open	Men's Open
4	17 th - 19th October	Thurso	Thurso Surf Festival	Men's Open
5	21st October	Surf Snowdonia	Pro Surf Challenge	Men's Open
6	26th - 28th October	Fistral Beach	UKPSA Finale	Men's Open

Women's

1	12 th - 13th May	Watergate Bay	Surfaced Pro	Women's Open
2	6 th - 7th July	Fistral Beach	Night Surf	Women's Open
3	17 th - 19th October	Thurso	Thurso Surf Festival	Women's Open
4	21st October	Surf Snowdonia	Pro Surf Challenge	Women's Open
TBC	28th October	Fistral Beach	UKPSA Finale	Women's Open

Awards: 28th October Newquay Surf Awards All