

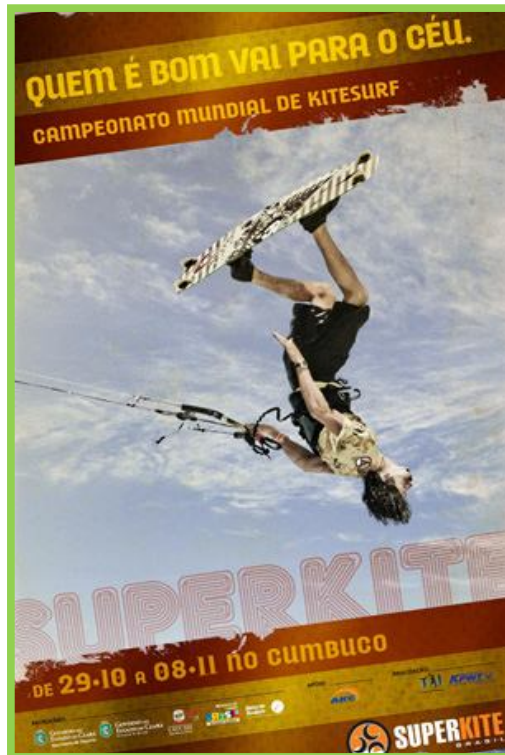


KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR



SUPERKITE 2009
CUMBUCO / BRAZIL
3rd November – 8th November 2009
Registration 2nd November
Freestyle - KiteLoop - Course Racing – Wave
Masters - Junior
30,000€ Prize Money
www.kpwt-events.com/2009/brasil/

PRESS KIT





KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

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The 7th Stage 6star on this year's KPWT will be at the **World kitesurfing Mecca in Brazil, Cumbuco.**

This is the penultimate event for the 2009 tour and excitement is building towards crowning this year's Kitesurfing champions of the World, for Freestyle, Waves, Course Racing, Kiteloop, Junior and Overall. The Freestyle single elimination will run at the **Lagoa do Cauipe !**

Cumbuco is a laid back fishing village not far North of Fortaleza. Cumbuco boasts miles and miles of perfect beaches for wind sports. The sun shines all year round and the wind is guaranteed from June through to January.

After sunset the fun only begins and you can enjoy true Brazilian lifestyle with a cool caipirinha, some fresh fish of the day or a renowned steak!

The event will welcome the world's top international kitesurfers for a week of action on the water! info <http://www.kpwt-events.com/2009/brasil/> , results, photos and videos.

Among the ladies, Kirsty Jones (UK, ANIMAL), Gisela Pulido (SPA, AIRUSH) and Kari Schibevaag (NOR, OZONE) will all be making the journey across the Atlantic.

Jesse Richman (HAW, CABRINHA), Mitu Monteiro (CV, F-ONE), Jan Marcos Riveras (DOM REP, STARKITES) and Leander Vyvey (BEL, JN), Vincent Tiger (FR), Peter Tyukshevich (RU) are some of the few names that have pre-registered for this event and it promises to bring some exciting Kitesurfing to Brazil!

Please stay in touch with the KPWT and this electrifying event in the colourful city of Cumbuco 2009 !

More info on www.kiteboardpro.com

www.kpwt-events.com/2009/brasil/



KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

SUPERKITE 2009

The Event :

SUPERKITE 2009

Dates : November 3rd to 8th November

November 2nd : registrations 11 to 4pm /

November 3rd – 8th : daily competitions – skippers meeting at 8am / activities at night - 7pm opening ceremony

November 8th : 11am final / 3.30pm : prize giving ceremony

Event site:

Cumbuco - Brasil

Disciplines

Freestyle – Waves Masters – KiteLoop – Course Racing - Junior

Organisation : KPWT & T'AI

Sponsors :

**Banco do
Nordeste**



**Ministério
do Turismo**



**GOVERNO DO
ESTADO DO CEARÁ**
Secretaria do Esporte
Secretaria do Turismo

Partners :



Partners Médias :

The Title:

- World Championship Title 2009.
- Ranking for the event of Brasil, Men and Women, Senior and Junior

KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

THE SPOT OF CUMBUCO



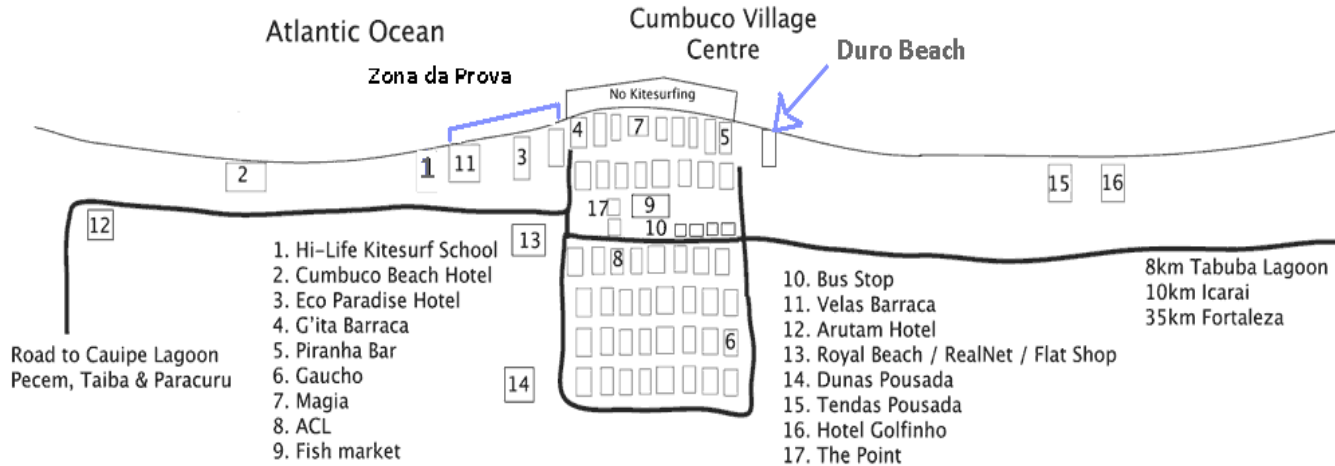
THE SPOT OF CUMBUCO

Here, the ocean and lagoa's are an invitation to practice of water sports. Indeed, Ceara is a paradise with 500km of beach, Cumbuco – Caucaia one of the best place in the world for kiteboard.
 Other spots are close to this main beach : Lagoa do Cauipe, Lagoinha, Icarai

The spot of Cumbuco - wind condition :
 Good easterly wind and wave spot, 7 windy days per week between 15 to 35 knots. Laguna at 10-20 min with flat water.
 Classic break sandy bottom, direction left, fast, and powerful, length normal (50 to 150m) good day normal (50 to 150m).
 All tides, swell size starts working at 1.0m-1.5m / 3ft-5ft and holds up to 2.5m+ / 8ft+ swell direction East, South.

The spot of Cumbuco - water condition :
 The temperature stays around 25 – 35°C / 68 - 82°F all year but can drop at night, so take a few warm clothes.

Check: Current Wind Forecast by www.windguru.com



ACCOMODATIONS FACILITIES

Eco Paradise Hotel

- Localização : Rua Suécia, 28
- Telefone: (85) - 3318-7550 - **Cumbuco - Caucaia - Ceará - Brasil**

Hotel Golfinho

- Localização : Avenida dos Coqueiros, s/n
- Telefone: (85) - 3318-7444 - **Cumbuco - Caucaia - Ceará - Brasil**

Pousada Dunas do Cumbuco

- Localização : Avenida Central s/n Cumbuco
- Telefone: (85) - 3318 7409 - **Cumbuco - Caucaia - Ceará - Brasil**

Paiaguás Pousada Praia Hotel Cumbuco

- Localização : Lote 14, Quadra 11, Praia do Cumbuco 1a. Etapa
- Telefone: (85) - 3318-7267 - **Cumbuco - Caucaia - Ceará - Brasil**

Pousada Maracujá

- Localização : Avenida Central, s/n - Quadra 14 - Praia do Cumbuco
- Telefone: (85) - 3318-7275 - **Cumbuco - Caucaia - Ceará - Brasil**

Casa Colibri Cumbuco

- Localização : Avenida das Dunas s/n - Praia do Cumbuco
- Telefone: (85) - 3318 7479 - **Cumbuco - Caucaia - Ceará - Brasil**

Hotel Pousada Lagoa do Banana

- Localização : Estrada do Cumbuco, Km 3 – Lagoa do Banana
- Telefone: (85) - 3301-1307 - **Cumbuco - Caucaia - Ceará - Brasil**

Jardim Cumbuco Pousada

- Localização : 50 m antes da entrada do centro para a vila dos pescadores, no lado direito da pista de Icarai para Cumbuco
- Telefone: (85) - 3318.7466 - **Cumbuco - Caucaia - Ceará - Brasil**

BlueWind Pousada

- Localização : Praia do Cumbuco
- Telefone: (85) - 3318-7487 - **Cumbuco - Caucaia - Ceará – Brasil**

Cumbuco Guesthouse & Hostel

- Localização : Avenida Central, 411 - Praia do Cumbuco
- Telefone: (85) - 8873 1219 - **Cumbuco - Caucaia - Ceará - Brasil**



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Kitecamp Cumbuco Kiteboarding Pousada

- Localização : Avenida dos Coqueiros, quadra 21 lote 7
- Telefone: (85) - 8855 7227 - **Cumbuco - Caucaia - Ceará - Brasil**

Oasis del Atlantico Cumbuco Beach

- Localização : Avenida dos Coqueiros, 278
- **Cumbuco - Caucaia - Ceará - Brasil**

Pousada Tropical Wind / Kites Paradise

- Localização : Avenida Central Lote 02+03
- Telefone: (85) - 3318 7459 - **Cumbuco - Caucaia - Ceará - Brasil**

Pousada Brasita

- Telefone: (85) - 3318 7347 - **Cumbuco - Caucaia - Ceará - Brasil**

Pousada Beleza das Ondas

- Localização : Praia de Tabuba
- Telefone: (85) - 3318-8136 - **Tabuba - Caucaia - Ceará - Brasil**

Casa dos Ventos Cumbuco

- Localização : Rua das Dunas 321
- **Cumbuco - Caucaia - Ceará - Brasil**

Santa Fe Hotel Club

- Localização : Avenida dos Coqueiros
- Telefone: (85) - 3318 7505 - **Cumbuco - Caucaia - Ceará - Brasil**

KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

HOW TO GET THERE

By Plane :

Nearest airport is International Airport Pinto Martins in Fortaleza
7 flights a week from Europe Fortaleza

Airlines :

TAM / AIR FRANCE / IBERIA

Airports :

FORTALEZA



SUPERKITE 2009

KPWT Past Edition : 2007 and 2008

Race Direction:

Adamicek VITEZSLAY (Cze) Race Director, **Grzegorz WLAZLOWSKI** (POL) Head Judge. Judges : **Dani JIMENEZ** (SP), **William Bogaards** (HOL), **Taro Niehaus** (SA),

The riders :

- MEN : **Vyvey Leander** (BEL), **Antoine Auriol** (FR), **Abel Lago** (SP) **Mitu Monteiro** (Cabo Verde) , **Jan Marcos Rivas** (RD), **Jesse Richman** (USA), **Vincent Tiger** (FR), **Peter Turkeyvich** (RUS), and many other's.
- WOMEN : **Gisela Pulido** (SP), **Ania Grezlinska** (POL), **Kari Schibevaag** (NOR), and many other's.

Disciplines :

The SUPERKITE will feature the world's top 32 professional kiteboarder's men and 10 professional women competing during five different races :

Freestyle :

For public very attractive Freestyle competition with powered handle pass moves as well as big jumps. Variety, technical difficulty and overall expression are scored in this discipline. Shows the big variety of Kiteboarding.

- 13 000€ Prize Money



Wave Masters :

A 100% wave-riding discipline

- 11 000€ Prize Money



Course Racing :

With an spectacular beach start this disciplines looks great from the beach and the air (helicopter) and has opportunities for big buoys with sponsors advertising. In 1 to 6 races a day, the winner will be who has the most points.

- 5 000€ Prize Money

Kiteloop :

This is when the kite is flown around in a circle

- 1 000€ Prize Money



Junior : NO prize Money



KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

EVENT TEAM

Karla Alexandrino
Coordenadora de Produção
T'ai Produções e Eventos

KPWT Team :

Frédéric Gravoille, Promoter
Richard Mellon, Press
Dimitri Lemoine, Event assistant, Medias
Stephen Marret, Announcer, Medias
Partick Gauvin, Photographer
Diogo Cardoso and Luis Miguel, Cameraman
Arnaud Delon, Web Designer

Futher information :

WEBSITE: www.kiteboardpro.com
www.kpwt-events.com/2009/brasil/

Contact :

Frédéric Gravoille, Promoteur : kiteboarding@kiteboardpro.com
Dimitri Lemoine : kpwt@kiteboardpro.com



KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

KPWT FUTURE INFO AND MEDIA FACILITIES

Press room: (with computers, fax, photocopier...) at the journalists' disposal within the organization office on site.

TV Production: footages and editing available on request (ask, KPWT Team).

Press boat : at disposal

Web Site : (www.kiteboardpro.com and www.kpwt-events.com/2009/brasil/) with results and pictures.

Media accreditation : on demand at the event HQ or at :
kiteboarding@kiteboardpro.com

Medias: for FTP access please contact kiteboarding@kiteboardpro.com

Media : National and International TV news

International news available for each day of competition.

There will be international news for the final day of event. DvCam PAL tapes with split no music & Effects audio tracks. English language time-coded script (to be provided both in hard copy and sent via e-mail).

Media : Highlights TV programme

13' and 26' highlights for TV, Internet and DVD is available for worldwide distribution .

Betacam SP, Digital or Dvcam PAL with split no music & Effects audio tracks. Premix or Fullmix english version. English language time-coded script (to be provided both in hard copy and sent via e-mail).

SCHEDULE 2009

2nd NOVEMBER

10am – Warm up all day for riders

11am– 4pm – Registration

19pm – Opening Ceremony

3rd NOVEMBER - 1st day of the KPWT Championship

08.00am – Skipper meeting – At the event site

9am – 05pm – Freestyle single elimination competition at Lagoa do Cauipe
or Wave competition – Pico das Almas
or Course Racing at Cumbuco

4th NOVEMBER - 2nd day of the KPWT Championship

08.00am – Skipper meeting – At the event site

9am – 05pm – Freestyle competition at Cumbuco
or Wave competition – Pico das Almas
or Course Racing at Cumbuco

5th NOVEMBER – 3rd day of the KPWT Championship

08.00am – Skipper meeting – At the event site

9am – 05pm – Freestyle double elimination competition at Cumbuco
or Wave competition – Pico das Almas
or Course Racing at Cumbuco

6th NOVEMBER – 4th day of the KPWT Championship

08.00am – Skipper meeting – At the event site

9am – 05pm – Freestyle double elimination competition at Cumbuco
or Wave competition – Pico das Almas
or Course Racing at Cumbuco and Junior

7th NOVEMBER – 5th day of the KPWT Championship

08.00am – Skipper meeting – At the event site

9am – 05pm – Freestyle competition at Cumbuco
or Wave competition – Pico das Almas
or Course Racing at Cumbuco and Junior

8th NOVEMBER – last day of the KPWT Championship – Final Freestyle / Kiteloop

10.30am – Skipper meeting – at the beach

11am – 12pm – Final Freestyle Men / Women for 4, 3, 2, first place at Cumbuco

01pm - Kiteloop

03.30pm – Podium

06pm - Party

KPWT MEDIAS 2009

2009 TV DISTRIBUTION FEATURES

- ✓ KPWT obtained **2000 hours** of coverage worldwide for the 2008 world cup series (7 x 26' episodes).
 - ✓ Highlight shows and inserts can be seen in 210 countries (including 80 territories through Extreme Sports Channel, 120 via TWS, 115 via Gillette Sport, 70 ESPN classic) and more than 300 TV stations.
 - ✓ Total homes reached approximately: **699.962.048**
 - ✓ Total audience ratings estimated: **100.000.000 people net range**
- * we consider 2.5 people per home (international standard).

* we consider a viewer part of 5% of the technical range, reached by similar trend sports transmission.

2009 TV DISTRIBUTION STRATEGY

- Increase the event quality
- Achieve a solid presence on all continents
- Increase exposure in Europe and establish a presence in USA, Asia and South America
- Maintain Uniform packaging for all TVs
- Develop partnerships with major Host Broadcasters
- Control the TV distribution and maintain good contact with international Broadcasters
- Offer Top quality editing programme for the Host Broadcasters and sponsors
- Improve graphics on the highlights shows

Top destination + Good Graphics + Excellent editing + strong Worldwide TV distribution

2009 KPWT TV HIGHLIGHTS

- Worldwide TV coverage reaching over 400 million households*
- 1 Highlight show of 26' minutes for each event, featuring
 - **Kiteboarding action footage Men and Women**
 - **Cities and Venue**
 - **Interviews**
 - **Sponsors integration**
 - **Graphics and musics**