



KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR



**DAKHLA KITEBOARD WORLD CUP 2009**



***DAKHLA KITEBOARD WORLD CUP 2009***

**DAKHLA / MOROCCO**

**27th September – 3rd October 2009**

Registration 26th September

Freestyle - KiteLoop - Course Racing – Wave Masters -  
Sliders

35,000€ prize money

**PRESS KIT**

[www.kpwt-events.com/2009/dakhla/](http://www.kpwt-events.com/2009/dakhla/)





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

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**For the 1st year, the city of Dakhla has chosen to host the KPWT Kiteboard Official World Championship Tour.**

KPWT is proud to announce that the Dakhla Kiteboard World Cup is to be held on the 27 September, ending on the 3<sup>rd</sup> October 2009 in Morocco. It's a long term strategy between the KPWT and Dakhla Attitude.

This is the first time that KPWT will surf the "free-riders paradise" in Dakhla and will be the 9<sup>th</sup> stage of the KPWT year 2009.

Prize money for this 6 star event is set at 35 000 euro's.

The riders are excited to make an impact and to take the opportunity to show off their skills and freedom at this spectacular kitesurfing paradise!

The four disciplines being held will be Freestyle, Wave Masters, Course racing, and the new and exciting Kiteloop!

Dakhla is situated on the Western Sahara coast of Morocco, boasting consistently strong winds and a vast range of kitesurfing conditions.

It is a huge sandy basin with a lagoon stretching over 50km's and a North Westerly wind, which is prevalent all year round.

There are natural thermals that accelerate down the peninsular that meet the cold Atlantic, offering a strong constant wind for the riders.

It offers a unique kitesurfing adventure for riders and travelers alike, with your accommodation under canvas and your travels off the beaten track, what better way to experience the KPWT with Dakhla attitude!!

Keep in the loop for more updates and press releases to come on this exciting adventure!

More info on [www.kiteboardpro.com](http://www.kiteboardpro.com)

[www.kpwt-events.com/2009/dakhla/](http://www.kpwt-events.com/2009/dakhla/)





KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

**DAKHLA KITEBOARD WORLD CUP 2009**

**The Event :**

DAKHLA KITEBOARD WORLD CUP 2009

**Dates :**

**27th September – 3rd October 2009**

**26th September :** registration 11am to 4pm

**27th September / 3rd October :** Event – 1st skippers meeting at 8h30am

**3rd October :** final Freestyle / 17pm : closing ceremony & prize giving

**Event site:**

Dakhla - Morocco

**Disciplines**

Freestyle – Waves Masters – KiteLoop – Course Racing

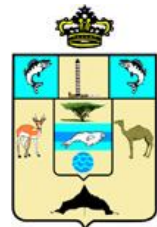
**Organisation : KPWT & Partners**

KPWT & Dakhla Attitude Company

**Sponsors :**

**Gold sponsor**

**Institutionals partners :**



**Partners :**



**Partners Médias :**

**The Title:**

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





KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

**THE SPOT OF DAKHLA**





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

### THE SPOT OF DAKHLA

Between the Atlantic and the desert, a long sand area has come to dive into the sea. The lagoon has thus received within it the nests of thousands of migrating birds.

Overlooking this long chain of sparkling sand dunes, gulls and cormorants try to catch sea-breams for fishermen and tease the men who attempt with their multi-coloured sails to take speed from the omnipresent wind. Once repelled, they take delight of the spectacle of humpback dolphins and let their wing dry up under the sun in gentle quiver of bliss. Take a deep breath, you are in Dakhla.

<http://www.dakhla-attitude.ma>

#### **The spot of Dakhla - wind condition :**

The regular and hot wind (NNE) from 4 to 7 bft and the sunshine of the South of Morocco offer excellent sailing conditions throughout the year. In front of the club, the wind is enhanced by a venturi effect which runs along the hills.

#### **The spot of Dakhla - water condition :**

The temperature stays around 20 – 28°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](http://www.windguru.com)

#### **Accomodation :**

See the link : [http://www.dakhla-attitude.ma/hebergement\\_en.asp](http://www.dakhla-attitude.ma/hebergement_en.asp)





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

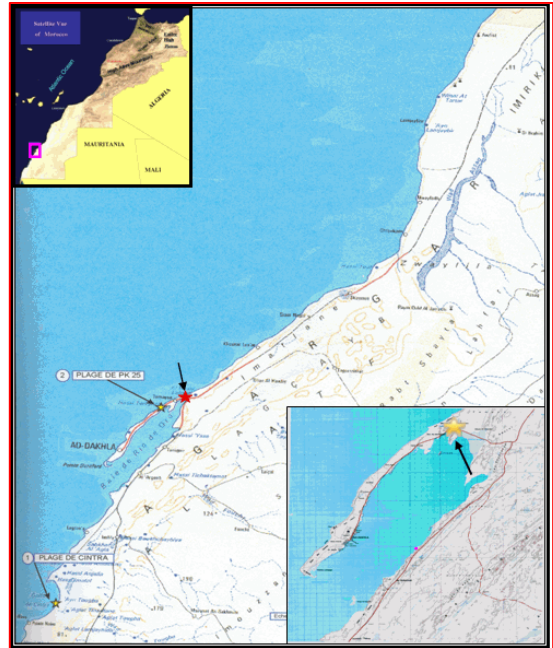
### HOW TO GET THERE

#### **By Plane :**

There is an airport in Dakhla. Royal Air Maroc guarantees three flights a week from Casablanca to Dakhla (two-way flights Casablanca/Dakhla every Monday, Wednesday and Friday). Flights on the other days of the week are guaranteed by the Regional Airlines, the Moroccan Regional Company.

#### **Airlines :**

Royal Air Maroc / Atlas Blue / Air Méditerranée



#### **Airports :**

Dakhla / Essaouira / Marrakech / Agadir / Casablanca / Rabat

#### **By Car :**

From the north of Morocco, you go southward towards Agadir. Then, you go in the direction of the Great South towards Laayoun, then Dakhla (1200 km from Agadir, 1800 from Casablanca).

#### **By Bus :**

The Compagnie de Transport au Maroc (CTM) guarantees daily roundtrips between Dakhla and Agadir (Euro 70), and between Dakhla and Marrakech (Euro 80).





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

# DAKHLA KITEBOARD WORLD CUP 2009

**KPWT Past Edition : NO**

### Race Direction:

**Adamicek VITEZSLAY** (Cze) Race Director, **Grzegorz WLAZLOWSKI** (POL) Head Judge. Judges : **Dani JIMENEZ** (SP), **Arek JERZELKOWSKI** (Pol), **Marc GAUTIER** (FR), **Pedro PULIDO** (PT).

### The riders :

- MEN : **Vyvey Leander** (BEL), **Antoine Auriol** (FR), **Abel Lago** (SP) **Mitu Monteiro** (Cabo Verde) , **Erik Volpe** (ITA) , **Jesse Richman** (USA), **Vincent Tiger** (FR), **Soufiane Hamaini** (Mar), and many other's.
- WOMEN : **Gisela Pulido** (SP), **Ainhoa Garcia** (SP), **Ania Grezlińska** (POL), **Kari Schibevaag** (NOR), and many other's.

### Disciplines :

The Dakhla Kiteboard World Cup will feature the world's top 32 professional kiteboarder's men and 10 professional women competing during four 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.

- 14 000€ Prize Money



### Wave Masters :

A 100% wave-riding discipline

- 13 000€ 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 5 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

- 1 500€ Prize Money

Sliders :

- 1 500€ Prize Money

**Junior : NO prize Money**





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

### EVENT TEAM

#### Local contacts

Local Event-Coordinator: Dakhla

#### Press Office :

#### KPWT Team :

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

#### Futher information :

WEBSITE: [www.kiteboardpro.com](http://www.kiteboardpro.com)  
[www.kpwt-events.com/2009/dakhla/index.html](http://www.kpwt-events.com/2009/dakhla/index.html)

#### Contact :

Frédéric Gravoille, Promoteur : [kiteboarding@kiteboardpro.com](mailto:kiteboarding@kiteboardpro.com)  
Dimitri Lemoine : [kpwt@kiteboardpro.com](mailto: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](http://www.kiteboardpro.com) and [www.kpwt-events.com/2009/dakhla/](http://www.kpwt-events.com/2009/dakhla/) )with results and pictures.

**Media accreditation :** on demand at the event HQ or at :  
[kiteboarding@kiteboardpro.com](mailto:kiteboarding@kiteboardpro.com)

**Media : FTP Service :** For pictures, please contact : [kiteboarding@kiteboardpro.com](mailto: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).





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

### PROGRAMME 2009

<b>SEPTEMBER 26TH SATURDAY</b>	11:00 a.m. – 3:00 p.m. Registration 6:30 p.m. Opening Ceremony
<b>SEPTEMBER 27TH SUNDAY</b>	8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 7:00 p.m. Riders dinner 10:00 p.m. Party
<b>SEPTEMBER 28TH MONDAY</b>	8:00 a.m. Riders breakfast 8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 7:00 p.m. Riders dinner 10:00 p.m. Party
<b>SEPTEMBER 29TH TUESDAY</b>	8:00 a.m. Riders breakfast 8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 7:00 p.m. Riders dinner 10:00 p.m. Party
<b>SEPTEMBER 30TH WEDNESDAY</b>	8:00 a.m. Riders breakfast 8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 7:00 p.m. Riders dinner 10:00 p.m. Party
<b>OCTOBER 1ST THURSDAY</b>	8:00 a.m. Riders breakfast 8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 7:00 p.m. Riders dinner 10:00 p.m. Party
<b>OCTOBER 2ND FRIDAY</b>	8:00 a.m. Riders breakfast 8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 7:00 p.m. Riders dinner 10:00 p.m. Party
<b>OCTOBER 3RD SATURDAY</b>	8:00 a.m. Riders breakfast 8:30 a.m. Skippersmeeting 9:00 a.m. First possible start 17:00 p.m. Price giving ceremony





## KPWT OFFICIAL WORLD CHAMPIONSHIP TOUR

### 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

