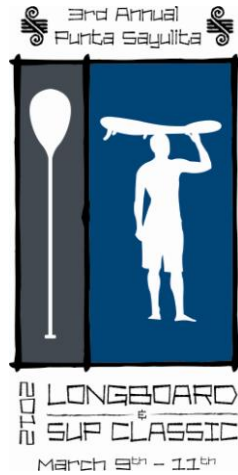




PUNTA SAYULITA



## **PRESS RELEASE**

**For Immediate Release- November 30, 2011**

***Sayulita, Mexico***

### **PUNTA SAYULITA PROUDLY PRESENTS THE 3<sup>RD</sup> ANNUAL PUNTA SAYULITA LONGBOARD & STAND-UP PADDLE CLASSIC, MARCH 9 - 11, 2012, SAYULITA, MEXICO**

The Punta Sayulita resort community announced the dates for the 3rd Annual Punta Sayulita Longboard & Stand-Up Paddle Classic to be held on March 9 – 11, 2012 in the beautiful surfside village of Sayulita, Mexico, 40 minutes north of Puerto Vallarta along Mexico’s tropical pacific coastline known as the “Riviera Nayarit.”

Over the past two years, the Punta Sayulita Classic has developed into one of the premier surfing and stand-up paddle events in North America attracting thousands of spectators and one of the deepest international fields of professional athletes as well as talented amateurs competing head-to-head in longboard and stand-up paddle (“SUP”) surfing contests as well as in an array of exciting offshore SUP distance races. With the generous support of the event’s sponsors, the invitee ambassadors and professional athletes, the event has successfully raised awareness for environmental protection and respect of the world’s oceans and wildlife as well as financially supported the local chapter of The Reef Check Eco-Diver Program and the Punta Sayulita Foundation’s educational and youth development programs.

“In addition to the return of last year’s defending surf contest champions Sean Poynter of San Diego, CA (SUP), Darren Eudaly of Laguna Beach, CA (longboard), Mary Osborne of Ventura, CA (longboard) as well as SUP distance and Elite Race champions Slater Trout of Maui, HI and the #1 ranked female paddler in the world, Candice Appleby of Oahu, HI, the 3<sup>rd</sup> Annual Punta Sayulita Classic has received early commitments from many of the top international longboard and SUP professionals including last year’s 3<sup>rd</sup> place finisher and extreme waterman, Garrett McNamara, who recently rode a world record breaking 90 foot wave, the #1 ranked SUP surfing star Kai Lenny of Maui, HI, past longboard world champions Collin McPhillips and Kai Sallas, past SUP Classic distance race champion Chuck Patterson and many more, reported Kevin Roberts, a Principal with Punta Sayulita. Roberts also added, “by far, this will be the deepest and



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most talented field at the Punta Sayulita Classic and will be a phenomenal showcase of talent for the spectators to enjoy.”

In a fantastic effort to spread the ‘aloha spirit’ of the Punta Sayulita Classic, event sponsor Maui Jim Sunglasses will be well represented again with their team ambassadors lead by surfing legend Gerry Lopez, SUP star Zane Schweitzer and Matt Becker as well as the talented and renown Hawaiian waterman father and son combination of Aaron and Riggs Napoleon.

In addition to the action packed weekend of surf competitions and SUP races on the water, on land the festivities at the Punta Sayulita will continue. Following last year’s energetic reggae benefit concert performed by international reggae recording artist, Mishka, this year’s edition of the Punta Sayulita Classic benefit concert will feature reggae recording legend, Pato Banton. The free concert will take place on Saturday night, March 10<sup>th</sup> at 8:00 p.m., following Day 2 of competitions. “We are very fortunate to have the support of a musician of Pato’s caliber to allocate time from his schedule to play the benefit concert for the event. When Pato learned about the event and how the event raised money for the Reef Check and Punta Sayulita Foundation programs, he was very gracious and eager to support the event and we are very thankful for his generous support,” remarked Kevin Roberts of Punta Sayulita.

The 3<sup>rd</sup> Annual Punta Sayulita Classic will again feature on the event schedule a surfing clinic for special needs and underprivileged children under the supervision of renowned Malibu, CA longboard surfer, Jimmy Gamboa, and members of his TheraSURF Foundation along with other participating Punta Sayulita Classic professionals and instructors from local Sayulita surf schools.

With the addition of Alaska Airlines as the official airlines of the 3<sup>rd</sup> Annual Punta Sayulita Classic, travelling to Sayulita to compete in the surf contests or SUP races or to simply take part in the weekend festivities will be easy. For many years, Alaska Airlines has been one of the most active airlines flying to Mexico and offers nonstop flights to Puerto Vallarta from numerous west coast cities including San Diego, Los Angeles, San Francisco and Seattle. More importantly, Alaska Airlines has generously authorized a 7% discount on airfare for those travelling to compete or wishing to attend the Punta Sayulita Classic. Mention discount code ECMG443 when booking flight reservations. Alaska Airlines is also expanding their surfboard length dimensions so competitors can travel with a SUP stock race board up to 12’6” in length.

Proceeds raised at the 3<sup>rd</sup> Annual Punta Sayulita Classic will be donated to the Reef Check and Punta Sayulita Foundations. According to Punta Sayulita Classic Director, Kevin Roberts, “the past two Punta Sayulita Classics were a great example of an event that was predicated on the good old vibe in surfing known as the ‘aloha spirit’ and with the fantastic support and generosity of the surfing community and the sponsors who share the love for the ocean, the 3<sup>rd</sup> Annual Punta Sayulita Classic is expecting to outperform the fundraising from last year which, at the end of the day, is a significant financial contribution to support the important environmental and community programs established by the Reef Check and Punta Sayulita Foundations.”

Media inquiries and general event information regarding the 3<sup>rd</sup> Annual Punta Sayulita Longboard & SUP Classic can be obtained by visiting [www.puntasayulitasurfclassic.com](http://www.puntasayulitasurfclassic.com) or by contacting Jose Luis Caselin at U.S. Toll Free (866) 947-6017 or +52 (329) 291-3957. For more information about the Punta Sayulita resort community visit [www.puntasayulita.com](http://www.puntasayulita.com).



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**THE 3<sup>rd</sup> ANNUAL PUNTA SAYULITA LONGBOARD & SUP CLASSIC SPONSORS**

**Event Organizer: Punta Sayulita**

**Event Productions by: Olazul Entertainment**

**Sponsored by:**

**Platinum Level Sponsors**

Corona  
Riviera Nayarit  
Mexico Tourism Board

**Gold Level Sponsors**

Alaska Airlines  
Maui Jim Sunglasses  
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Vallarta Lifestyles  
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Skiver Advertising  
Grupo Chalita

**ABOUT PUNTA SAYULITA**

Punta Sayulita is a private oceanfront club and residential community that rests on an extraordinary 33-acre private peninsula adjacent to the quaint seaside village of Sayulita located approximately 40 minutes north of Puerto Vallarta. Punta Sayulita has been carefully designed to be an intimate, low density community that will embrace only 62 detached homes whereby residents will have access to a full-service private Beach & Surf Club. The tropical design for the beach club and the custom homes at Punta Sayulita is by the boutique architecture firm of de Reus Architects of Hawaii. The developer of Punta Sayulita is Contact Development Company, LLC (CDC) of Sausalito, CA. See [www.puntasayulita.com](http://www.puntasayulita.com).



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## **ABOUT REEF CHECK & PUNTA SAYULITA FOUNDATIONS**

**Reef Check-** ([www.reefcheck.org](http://www.reefcheck.org))

The Reef Check Foundation is an international non-profit organization dedicated to conservation of two ecosystems: tropical coral reefs and California rocky reefs. With headquarters in Pacific Palisades, California and volunteer teams in more than 80 countries, Reef Check works to create partnerships among community volunteers, government agencies, businesses, universities and other non-profits. Reef Check goals are to: educate the public about the value of reef ecosystems and the current crisis affecting marine life; to create a global network of volunteer teams trained in Reef Check's scientific methods who regularly monitor and report on reef health; to facilitate collaboration that produces ecologically sound and economically sustainable solutions; and to stimulate local community action to protect remaining pristine reefs and rehabilitate damaged reefs worldwide.

The proceeds for the Classic will go to directly fund Reef Check's Adopt the Reef Program for the Sayulita and Bay of Banderas areas.

### **Punta Sayulita Foundation**

The Punta Sayulita Foundation ("PSF") is a non-profit organization focused on supporting various community initiatives for the community of Sayulita and the Bay of Banderas area. Initiatives include educational programs for environmental awareness and protection, community organized beach clean-up events as well as supporting programs for underprivileged children to allow them the opportunity to enjoy various water sports such as surfing, stand-up paddle boarding, kayaking, fishing, etc., that they otherwise would not have the opportunity to pursue. PSF will apply the proceeds generated from the Classic to support the PSF's underprivileged youth surfing program for youths living in Sayulita and greater Bay of Banderas area.