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Wakeboarder are taking over the Olympic Park in Munich

Wakeboard-Tour "Wake Masters" brings Germany's best riders to the Bavarian capital

Hamburg/ Munich, July 29th, 2011: The last preparations around the 140m long Waterski-Cable are over and now Munich gets ready to rock the Olympic park lake. From July 28th to August 21st, a mobile wakeboard cable will transform the lake in the Olympic park into a playground for water sport enthusiasts. The 4-week-event kicks off with the Local Hero Contest on July 30th and finishes with the Vodafone Wake Masters final contest during the Sommerfestival im park¹¹ on August 21st.

"As a wakeboarder, it is a pleasure to ride in such an environment as the Olympic park in Munich. The atmosphere is simply mind-blowing and getting the opportunity to shred the obstacles in this location is a once-in-a-lifetime experience" states Mona Stenzel, competitor of the Wake Masters series in Leipzig, Kiel and Hamburg. A quick look at the competitors shows that the top-class of German wakeboarding will gather in Munich: Dominik Guehrs and Daniel Wehmann will show the crowd in the park that Munich is not only a top destination for snowboarders but also for wakeboarders of all levels.

Although the event starts and closes with local and professional competitions, the organisers' objective is not only to bring high-class wakeboarding to the Bavarian capital, but also to get more people involved into the sport: The cable will be open from 10am to 10pm welcoming everybody who wants to give it a try – and in order to make it as easy as possible, Eva Koch, European Wakeboard Champion, is going to take care of the riders providing tips and tricks from the pro. As a result, everyone is invited to come to the Olympic park and check out the beautiful scenery from the water-perspective - complete equipment – wetsuit, board, helmet and impact vest will be provided.



Brand Guides Markenberatung [.] GmbH & Co.KG
Nils Knoop, Steilshooper Strasse 112, 22305 Hamburg
Telefon +49 (0) 40 54 80 23 25
Fax +49 (0) 40 54 80 23 2
presse@brandguides.com
www.wake-masters.com





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The Wake Masters were established in 2009 to give the best German wakeboarders a platform to compete in a highly professional environment. In six events, 75 riders competed for points for the German ranking and of the DWWV (German Waterski and Wakeboard Federation) and partly for the World Ranking List of the IWWF (International Waterski and Wakeboard Federation). In 2010, the mobile wakeboard cable was the highlight of the "Alstervergnügen" in Hamburg with several thousands spectators at the beach watching the event – the starting point for the idea to bring wakeboarding right into the city. Said, Done! The Event "Wake the Pool" in Leipzig, the kick off for 2011, was even hold as an international competition and brought wakeboarding into a fashion and lifestyle fair, followed by placing the cable right into the centre of the "Kieler Woche" – the largest sailing event worldwide.

The Hamburg-based event agency Brand Guides started to get into wakeboarding in 2008 in a close collaboration with the German Waterski and Wakeboard Association as part of the international wakeboarding structure. The International Waterski and Wakeboard Federation (IWWF) has been recognised by the IOC since 1998 and cablewakeboarding is nominated on the shortlist for one of the new possible olympic sports in 2020. "We are very happy to have the Wake Masters. The tour is very professional managed and represents a great opportunity to bring the sport closer to the public in all parts of Germany and push the sport to the next level" says Franz Kuhn, Vice President of the International Waterski and Wakeboard Federation (IWWF).

More information about the Vodafone Wake Masters at www.wake-masters.com. Photos are available at www.brandguides.net. In case there is a request for videos, we would be happy to provide ready-to-broadcast material via download.



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presse@brandguides.com
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