



PUNTA SAYULITA



ALOHA SPIRIT MARKS THE INAUGURAL PUNTA SAYULITA LONGBOARD & STAND-UP PADDLE CLASSIC

Sayulita, Mexico – May 4, 2010 - The Inaugural Punta Sayulita Longboard & Stand-Up Paddle Classic, which took place on April 17th and 18th, was a huge success, with thousands of attendees, a long list of outstanding competitors, distinguished Honorary Ambassadors and an impressive amount of funds raised for the local community and coastal ecosystem. The first of what's sure to become a major annual event, it is already known around the village as "the Classic".

Kevin Roberts, a principal with event organizer Punta Sayulita, was thrilled. "This year's Classic was blessed by good waves and a great community vibe that surrounded the weekend event," he said. "Moreover, with the support of the competitors, sponsors, volunteers and spectators, the Classic was able to raise a total of US\$9,000 for the local chapter of The Reef Check Foundation and the Punta Sayulita Foundation."

In addition to the remarkable natural beauty of Sayulita, our Honorary Classic Ambassadors made the weekend particularly special, including surfing legends James "Eco Warrior" Pribram, Carlos "Coco" Nogales and local hero, Mexico's National Longboard Champion, Patricio "Ticho" Gonzalez. They were joined by Mexico's most recognizable



PUNTA SAYULITA

celebrity couple, Andrea Legarreta and Erick Rubin, the Nayarit Secretary of Tourism, Edwin Hernandez, and the Mayor of the Bay of Banderas, Hector Paniagua.

Then there were the amazing competitions themselves, which featured an international field of professional and amateur surfers competing in longboard and stand-up paddle ("SUP") surf contests, along with open ocean SUP distance races.

The festivities began on Saturday morning, with an hour-long blessing ceremony performed by an indigenous Huichol Indian group, captivating spectators and competitors alike, and making way for the great waves in every riveting competition that followed.

In a tightly contested Men's SUP surf contest featuring SUP legends Chuck Patterson of Dana Point, CA, Ekalu Kalama of Molokai, Hawaii, and Sayulita resident, Ryan Helm, a relative newcomer to SUP surf competitions—26-year old Ikaika Kawai of Maui, Hawaii, took the SUP title, with Helm capturing 2nd place and Patterson taking 3rd place. Kawai's win at the Classic qualified him to compete in the SUP World Tour Trials taking place in Biarritz, France next weekend. "I'm really excited, it was fun," says Kawai. "I've only been competing since last summer and this was my first contest with my new Focus™ gear, the 10'0 Pro board and paddle."

Iron man Chuck Patterson took charge in the 10k Punta to Punta open ocean SUP distance race, placing first with a winning time of 1 hour and 20 minutes, with Ryan Helm taking 2nd and Dave Collins finishing 3rd place.

After two days of competition lasting late into Sunday afternoon, Sayulita resident and 3-time Mexican National Longboard champion, Patricio "Ticho" Gonzalez, edged out "Toes on The Nose" team rider, Darren Eudaly, of Laguna Beach, CA to take 1st Place in the Men's Longboard contest. Gonzalez pulled off an amazing and exhausting come-back win, working his way through the loser's bracket after losing in his first heat on Saturday morning.

On the women's side, professional Mary Osborne of Ventura, California took 1st place in the women's longboard contest, edging out 15-year old, up-and-coming longboarder Hallie Rohr of San Clemente, CA who nabbed 2nd place with Michelle Richards of Nova Scotia, CA in 3rd place. Hallie's teammate on the San Clemente High School Surf Team, 16-year old Emmy Merrill, held her own being the only woman competing against the men in the SUP contest and in the 10k SUP distance race. Merrill outlasted several men in the SUP race, placing 8th overall with a time of 1 hour and 35 minutes.

According to Honorary Ambassador James Pribram, "The Punta Sayulita Classic was a great example of an event that was predicated on the good old vibe in surfing know as the 'aloha spirit'. Today surfing for me isn't so much about riding a particular board or riding the biggest wave or competition for that matter. It's about the people who are joined at the hip for the love of the ocean. I admire those who give back to the very thing that has given them so much and the Punta Sayulita Longboard & SUP Classic was a perfect example of just that."



PUNTA SAYULITA

The Classic received significant interest from the media and was covered by both Fox Sports Mexico and Televisa Sports Network (TDN), as well as two independent television production companies, one of which is going to incorporate its coverage of the Classic into a tourism video promoting the Riviera Nayarit where Sayulita is located. Highlights from the Classic can be seen on these Mexican cable channels.

For full contest information, results and photographs visit www.puntasayulitasurfclassic.com or contact Jose Luis Caselin at U.S. Toll Free (866) 947-6017 or +52 (329) 291-3957. For more information about Punta Sayulita visit www.puntasayulita.com.

Incorporating community and environmental stewardship are core principles of Punta Sayulita and hosting events like the Classic are a perfect way to bring it all together in one fun filled weekend. Punta Sayulita will announce shortly the dates for next year's Classic.

PHOTOGRAPHS FROM THE 2010 CLASSIC

www.puntasayulitasurfclassic.com/photos

SPONSORS

For the full list of Punta Sayulita Longboard & Stand-Up Paddle Classic sponsors: www.puntasayulitasurfclassic.com.

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 35 minutes north of Puerto Vallarta. Punta Sayulita has been carefully designed to be a very 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 are 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.

###

Press Contact:
Kevin Roberts
Punta Sayulita
+52 (329) 291-3957
kroberts@puntasayulita.com