



O'Neill and Tourism Tofino Unveil Details of Canadian Cold Water Classic Surfing Competition

Canada's First-ever Pro Surf Contest Slated for West Coast Vancouver Island October 25 – 31; Local Surfer Noah Cohen Chosen as Event Ambassador

Tofino, BC, September 17, 2009 – O'Neill www.oneill.com, the globally recognized designer and manufacturer of topflight wetsuits, drysuits, sports clothing and accessories, and Tourism Tofino www.tourismtofino.com, today unveiled the details of the 2009 O'Neill Cold Water Classic Tofino www.oneill.com/cwc — Canada's first professional surfing competition to be held on the west coast of Vancouver Island from October 25-31, 2009. Local Tofino surfer Noah Cohen will be acting as Ambassador of the event.



O'Neill Cold Water Classic Canada Ambassador Noah Cohen busting an inverted air in his own backyard, Tofino BC.

Photo: Jeremy Koreski

Fourth in the [five-part World Qualifying Series \(WQS\)](#) competitions sponsored by O'Neill and sanctioned by the Association of Surfing Professionals (ASP) www.aspworldtour.com, the Cold Water Classic Tofino will attract more than 100 professional surfers competing for \$145,000 USD. Previous 2009 O'Neill Cold Water Classic competitions were held in Tasmania, Scotland and South Africa. The series culminates in November 2009 in Santa Cruz, California.

--more--

“The Cold Water Classic event in Tofino is the one we know all the surfers on the tour have been talking about,” said O’Neill Global Event Manager, **Error! Reference source not found.**Ritzer. “It represents all that we have set out to achieve with the O’Neill Cold Water Classic Series. It is about providing a unique and challenging experience for the world’s best surfers by pushing the boundaries and exploring new remote and spectacular locations.”

“We’re really looking forward to welcoming the competitors, sponsors, spectators and members of the media to Tofino for this exciting event,” said Sharon Lingenfelter, Executive Director of Tourism Tofino. “Just as the O’Neil Cold Water Classic is a world-class competition, Tofino is a world-class destination with so much to offer visitors from around the world – especially in October at the start of our celebrated storm watching season.”

About the O’Neill Coldwater Classic www.oneill.com/cwc

One of the most highly anticipated surf events in the world, the O’Neill Cold Water Classic comprises four 6Star and one 4Star ASP World Qualifying Series (WQS) events held in spectacular surf spots on four continents.

About Tourism Tofino www.tourismtofino.com

A division of the Tofino-Long Beach Chamber of Commerce, Tourism Tofino is a not-for-profit destination marketing organization (DMO) that promotes Tofino’s extensive destination attributes, local events and hospitality industry businesses. Tourism Tofino also partners with other tourism organizations to create awareness of regional tourism initiatives for visitors word-wide.

About Tofino

Tofino is a year-round travel destination on the rugged west coast of Vancouver Island in British Columbia, Canada. Bounded by the open Pacific Ocean, [Pacific Rim National Park Reserve](#) and the [Clayoquot Sound UNESCO Biosphere Reserve](#), Tofino is known for its miles of pristine beaches and unparalleled adventures including whale and wildlife watching, saltwater and freshwater fishing, surfing, kayaking, boating, hiking, and winter storm watching. www.tourismtofino.com

###

Tourism Tofino Media Contact

Lynda Kaye
Kaye Public Relations for Tourism Tofino
e: lynda@kayepr.com
p: 250 725 2035

O’Neill Canada Media Contacts

Genevieve Faubert
e: gfaubert@oneillcanada.com
p: 514.789.0809 x436