

Western Canada's First All-Female Surfing Contest Slated for Tofino, BC, October 8, 2010

Cash-Prize, One-Day Event Co-Sponsored by O'Neill and the Wickaninnish Inn, Supported by Surf Sister Surf School, Shelter Restaurant and Tourism Tofino

Tofino, BC, September 16, 2010 – Surf industry leader O'Neill, host of Canada's only professional surfing contest the O'Neill Cold Water Classic, and the award-winning Wickaninnish Inn today announced they are co-sponsoring Tofino's inaugural all-women's surfing contest, *Queen of the Peak*.

Shelter Restaurant and Surf Sister Surf School in Tofino are the organizers and supporters of this grassroots amateur event, scheduled for Friday, October 8 – the day before the start of the O'Neill Cold Water Classic, the Association of Professional Surfers men's contest that takes place in Tofino from October 9 to 15. Tourism Tofino, a British Columbia destination marketing organization, has also generously provided support for the event.

During the all-women's daylong contest, over 30 surfers will compete for \$2,500 in cash prizes in both longboard and shortboard categories. Events surrounding the competition include a wine and cheese reception hosted by Surf Sister the night before the competition and a gala awards dinner at Shelter following the contest. All proceeds from the event will be donated to the Pacific Rim Hospice Society.

"It's a pleasure to work with O'Neill in co-sponsoring and supporting the *Queen of the Peak* surf contest," said Wickaninnish Inn Managing Director Charles McDiarmid. "There are so many top quality female surfers, not only in our area, but throughout North America and I think it is truly fitting that Tofino and our local beaches will be the venue to showcase the talents of these amazing women. We think this first ever *Queen of the Peak* is the start of something big."

"This is great and fantastic news for women's surfing," said O'Neill's British Columbia sales representative Harvey Soicher. "Last year I received quite a few comments about why the Cold Water Classic only had men competing. I am pleased that an event like this shows that women's surfing is an important part of the surf scene here in Canada."

"We are hopeful *Queen of the Peak* will grow into an ASP event of its own, attracting female professionals to Western Canadian waters," said Montgomery.

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About *Queen of the Peak* (www.queenofthepeak.com)

Conceived of and organized by Krissy Montgomery, owner of Surf Sister Surf School, and Jay Gildenhuys, owner of Shelter Restaurant, *Queen of the Peak* is a one-day all-female surfing contest scheduled for Friday, October 8, 2010 in Tofino, BC. In its inaugural year, the contest is a grassroots, locally organized event that will run at either Cox Bay or North Chesterman Beach in Tofino, depending on wave conditions on the day of the contest. Winners will take home \$2,500 in cash prizes, as well as other items. All participants will receive gifts and a three-course fine-dining dinner at Shelter Restaurant as part of their \$35 entry fee. All proceeds from *Queen of the Peak* will be donated to the Pacific Rim Hospice Society (www.pacificrimhospice.ca).

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 6-Star and one 4-Star ASP World Qualifying Series (WQS) events held in spectacular surf spots on four continents.

About O'Neill www.oneill.com

O'Neill, the original Californian surf, snow and lifestyle brand, was founded in 1952 when a young man named Jack O'Neill took his unstoppable passion for surfing and used it to beat Mother Nature at her own game. Pioneering the world's first neoprene wetsuit, Jack had successfully found a way to extend his surf sessions in the bone-chilling breaks of Northern California.

O'Neill's set of core values – innovation in style and technology – has seen the brand devote itself wholeheartedly to the evolution of action sports. From the first ever neoprene wetsuit and surf leash, to the world's first stitchless boardshorts and range of groundbreaking wearable electronics, O'Neill's spirit of innovation will always drive the company forwards. Today, O'Neill can be found the world over.

About the Wickaninnish Inn www.wickinn.com

The Wickaninnish Inn is a landmark Relais and Chateaux property on beautiful Chesterman Beach in Tofino. This critically acclaimed destination offers panoramic ocean views from its 75 guest rooms and suites, as well as from the award-winning Pointe Restaurant. Readers of Travel and Leisure Magazine recently voted the Wickaninnish Inn the top rated Canadian hotel and one of the top four resorts in North America for 2010 in their World's Best Awards.

About Tofino www.tourismtofino.com

Tofino, once a small fishing village, is now a year-round, world-renowned travel destination. Located on the rugged west coast of Vancouver Island, this town of 1,750 is surrounded by the Pacific Ocean, and bordered by Pacific Rim National Park Reserve and the Clayoquot Sound UNESCO Biosphere Reserve. Known for its pristine beaches and old growth forests, Tofino also has a thriving community that caters to visitors and locals alike with an innovative culinary scene and endless opportunities for adventure, from surfing to winter storm watching.

About Surf Sister www.surfsister.com

Surf Sister Surf School was founded in 1999 to promote women's surfing in Tofino and worldwide. Surf Sister's goal is to include women in the sport of surfing. Surf Sister offers

co-ed beginner and advanced surf instruction in a safe, fun and and supportive environment.

About Shelter Restaurant www.shelterrestaurant.com

This unique restaurant in Tofino offers the basics – food, wine, shelter – at their best. Shelter, a relaxing local hangout, combines a sophisticated menu with a focus on regional ingredients.