



O'Neill Canada Looks to Host the 2011 O'Neill Cold Water Classic Canada in Halifax, Nova Scotia from September 19-25

After establishing the Coldwater Classic series and professional surfing in Canada with events in Tofino, British Columbia the last two years O'Neill is looking to explore the East Coast of Canada, and bring the 2011 CWC to Halifax, Nova Scotia. The CWC series has moved locations in the past to keep the series exciting and to provide new locations to the Association of Surfing Professionals tour. The latest move was from Tasmania to New Zealand earlier this year where Australian Adam Melling won the first stop of the 2011 CWC series.

In preliminary planning O'Neill Canada has contacted Halifax Regional Municipality (HRM) to inquire if the city would be supportive of the international event, and applied for a Marketing Levy Special Events Reserve. The requested funding would be used for marketing to promote Halifax, Nova Scotia and the event throughout the world and to ensure the local logistics of the event. O'Neill Canada has contacted both Halifax and Tofino about the prospect of moving eastward. Partnerships with regional governments and tourism groups are common for sporting events worldwide. Such partnerships have become very prevalent with major surfing events in Australia, South America, and Europe with an opportunity for worldwide exposure and promotion for widespread tourism, local business interest, and economic activity. The financial element plays a role in all events but is not the determining factor for CWC locations. Prize money and production is completely provided and paid for by O'Neill.

The tentative dates are listed on the Association of Surfing Professionals website, but the event is not official at this time. Before the event is official, it is O'Neill's first priority to meet with the local community to discuss any concerns, comments, ideas and possible staffing opportunities for individuals. The primary concern of O'Neill and its CWC series is to align with the hosting communities and insure CWC events are respectful of the local people and their environment.

O'Neill Canada invites anyone to voice their concerns to reach them at: info@oneillcanada.com.

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