

Kitesurfing in North Uist

WORKING In conjunction with the North Uist Development Company (NUDC); extreme sports media and PR company, ExPix will bring kitesurfing to North Uist.

The event will see international and British champion kitesurfers take to the waters around North Uist with local riders able to join in.

Kitesurfing is the fastest growing and most ecologically friendly extreme sport. Now accepted as an Olympic sport that will make its debut the 2016 game, interest in the sport has dramatically increased, further raising the profile of kitesurfing, the industry, its participants and partners/sponsors.

Jo Edmondson, head of marketing and PR for ExPix said: "We re-

cently visited the island to meet with the NUDC group and to do a 'site visit' where provisional plans were made to explore the feasibility of holding a main event in 2013, and, as a build-up to the main event, and to further raise the profile of kitesurfing on North Uist and the surrounding islands; to hold a number of activities, kitesurfing workshops, visits and challenges."

Elaine Cleary, Local Development Officer for North Uist commented: "The West Coast of Scotland is known as the windiest place in the UK and with this in mind the NUDC wants to promote tourism during the shoulder months on North Uist by increasing the profile of the island as a place that is suitable for extreme sports, in particular low carbon wind sports such as kite-

surfing.

"This is an amazing project and the NUDC are delighted to be working with ExPix. Their expertise in the field of extreme sports is phenomenal and their relationships within the industry have enabled them to access international champion pro riders, something that just simple would not have been possible for the NUDC."

International and British pro riders who will be joining the event for the trip include three times British Champion Kitesurfer Hannah Whiteley and renowned American wave rider, Patrick Rebstock. Organisers are also hoping to secure six times Dutch Champion kitesurfer Jalou Langree.