



**The first ever**

## **Relentless Energy Drink Super Series!**

**An elite surf tour created by Relentless Energy Drink in collaboration with UK Pro Surf Tour**

**Relentless Energy Drink** is proud to announce the launch of their FIRST EVER **Relentless Energy Drink Super Series**, an elite surf tour created in conjunction with UKPST (UK Pro-Surf Tour).

A bespoke tour for 28 of the best surfers in the UK (including Relentless Energy Rider Jayce Robinson), the Relentless Energy Drink Super Series will be unique among surf tours. The Super Series is taking place in three top UK locations (Thurso, Lynmouth and Newquay) cherry picked by the pro's themselves and the UKPST.

Each stop will include an extended waiting period, meaning the competition will only take place on the day with the best waves. Also the compact tour allows athletes to compete in competitions across Europe and further the cause for British surfing.

To top it off the tour will feature a phenomenal cash prize of £15,000! At the end of the tour the overall winner will also win a place on 3 ASP surf events, one being Relentless Energy Drink sponsors Boardmasters and all travel expenses will be covered by Relentless Energy Drink.

As well as the 28 invited pros, each heat will feature four wildcard surfers. These will be locals nominated by surf associations from the three event locations, brought in not just to highlight the fantastic raw talent in the UK, but to keep each stop on the tour fresh with an injection of new energy every time.

Acclaimed Surf photography and film maker Mickey Smith (winner of the 2010 Relentless Energy Drink Short Stories film competition) will be there every step of the journey, chronicling the heats using his unique visual style.

A spokesperson for Relentless Energy Drink said *"It's very important for Relentless Energy Drink to feed back into surfing's grass roots. This surf tour is for the UK surfers, to help them get out there into the wider scene and really show the world what we can do."*

Dave Reed, Relentless Energy Drink Super Series Tour Director commented, *"The Relentless Super Series will be ground breaking for British Surfing, providing an opportunity for top competitors to challenge themselves and each other in some of the*

*best surf in the UK. With the reward on offer surfers will be pushing their abilities to the limits. It will be a milestone in their surfing careers and a catalyse to future success"*

The heats are as follows:

3 <sup>rd</sup> – 7 <sup>th</sup> Oct	Scottish Open	Thurso, Scotland (depending on conditions)
10 <sup>th</sup> Oct – 12 <sup>th</sup> Nov	Lynmouth Open	Lynmouth, Devon
7 <sup>th</sup> – 13 <sup>th</sup> Nov	Newquay Open	Newquay, Cornwall

**For more information on the Relentless Energy Drink Super Series log onto:**

[www.relentlessenergy.com/surfsuperseries](http://www.relentlessenergy.com/surfsuperseries)

#### Notes to Editors

- The total prize value is £15,000 (£5,000 per event)
- Scottish Open could take place in alternative location i.e. Bagpipes, Brims Ness (depending on conditions)
- Wildcard nominations will be nominated by location surf associations with qualifiers on the following:
  - 3<sup>rd</sup> Oct Scottish Open Thurso, Scotland
  - 1<sup>st</sup>/2<sup>nd</sup> Oct Lynmouth Open Lynmouth, Devon
  - 5<sup>th</sup>/6<sup>th</sup> Nov Newquay Open Newquay, Cornwall

#### **About Relentless Energy Drink:**

Relentless Energy Drink was established in 2006 in the UK, and is available across the UK, Germany and Ireland. Now one of the top selling energy drinks in the UK, Relentless Energy Drink is available in 500ml cans in five flavours.

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