



NEWS RELEASE

Inaugural Flyboard® North American Championships Redpath Waterfront Festival, June 20-22, 2014

Fastest Growing Extreme Water Sport in the World!

[Toronto, Ontario – May 28, 2014] – Plan now to visit the **Redpath Waterfront Festival, June 20-22, 2014** -- two kilometers of waterfront from Spadina Avenue to Sherbourne Street, with action packed activities that promise something for everyone. **General Festival admission is free.**

This year the Festival is host to the **2014 Flyboard® North American Championships**. Flyboarding, the newest extreme water sport, enables humans to fly using a board that shoots out high-pressurized water, which comes from a personal water craft (PWC). Thirty-two professional Flyboard pilots from around the world will go head to head and battle for a coveted spot on the podium. With points for double back flips, height and dolphin dives, flyboarding is bigger, better and higher than ever and visitors will be able to watch the action from the public areas at John Quay, foot of York Street behind the Harbour Square Condos, in addition to a prime viewing site at the **Beer/Wine Garden** where admission is \$10; children under ten are free.

Judges are from **Mexico, USA, Canada and France** and include **Flyboard inventor, Franky Zapata**. They will score competitors based on the variety of figures, implementation, style, energy and artistry. There will be prizes for first, second and third place scores.

Flyboard pilots are coming from six countries including Australia, Bermuda, Canada, Mexico, Spain and USA.

“We are very excited to have the Flyboarding Championships at the Redpath Waterfront Festival to introduce this new water sport to Torontonians and visitors to our city”, said Peter Toppazzini, Chair of the Festival. “Flyboarding has become the fastest growing extreme water sport in the world. And, what an opportunity to see it first hand on our magnificent waterfront.”

“Flyboarding looks intimidating, but it’s relatively easy to learn. Anyone can Flyboard after some instruction, and being in the water for only 5-10 minutes,” says Daniel Kaufman, President and CEO, Flyboard Canada “The Flyboard pilots at these championships are licensed professionals with a lot of experience.”

The **Qualifying Round** will be held Friday, June 20, from 9:00 am-4:00 pm, followed on Saturday, June 21, by Rounds 2 and 3 from 9:00 am-4:00 pm with Finals on Sunday, June 22 from 10:00 am – 1:00 pm. **The Super Hero Costume Show** and prize awarding will close the event on Sunday afternoon, from 2:00-4:00 pm.

The Redpath Waterfront Festival has a variety of other events happening during the weekend including the **2014 DockDogs® World Qualifying Championships**, presented by the Toronto Port Authority. Visitors can bring their pooch down to the Festival and witness the top canine record holders for distance jumping, height and retrieving at Sherbourne Common. People can even test their dog's skills on the dock at the end of each competition day.

The **Toronto Wine & Spirit Festival**, a first time partner of the Redpath Waterfront Festival, will be located at Sugar Beach. Visitors can relax by the water and sample the latest beverage trends while The **EMERGE Artists Showcase** 'Makes it Funky' and entertains the crowd with sounds from the hottest new musical talent in Toronto.

Families and kids can enjoy the adventure filled **KIDS ZONE** in HTO Park East. There will be tons of fun and interactive activities for all ages including Parks Canada crafts, exploring the Toronto Brigantines, Voyageur Canoe games, AdventureMania Inflatables and more!

And finally, the Redpath Waterfront Festival is proud to host, **Sweetness Pride Beach Party**, an affiliated World Pride event on Sunday June 22 starting at 2:00 p.m., Party with pride in the sand with a beach bar, food and the latest rhythms from a lineup of the city's hottest talent. Performers include Sara London, BPM Krew and Lexi Tellings.

Major Festival partners include Redpath Sugar, The Waterfront BIA, Province of Ontario, Toronto Port Authority and Government of Canada along with the Toronto Star, CTV, The Edge 102, the Westin Harbour Castle, Queen's Quay Terminal and others.

Toronto Brigantine Inc., is the Festival's preferred charity partner. As a not-for-profit organization, it is dedicated to building character in youth through sail training.

The **Redpath Waterfront Festival**, in partnership with The Waterfront Business Improvement Area (WBIA), is an annual summer event that provides on-land and on-water programming for people of all ages and interests with the goal of promoting Toronto locally and internationally as a premiere waterfront destination.

For further information about the Festival, visit <http://www.towaterfrontfest.com> and for information on Flyboarding, <http://www.flyboardcanada.com>

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