

## Surf Champion Visits Phuket

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In preparation for the upcoming *Thailand Surf Series* (TSS) sponsored by *Quiksilver*, Australian surf legend Jake Paterson and *Quiksilver* Southeast Asia CEO Paul ‘Hutty’ Hutson visited Phuket to inspect venues and tour with the Phuket Boardriders Club. Their whirl-wind two-day itinerary included meetings with Phuket Governor Wichai Phraisa-ngop and Patong Deputy Mayor Chairat Sukban.

It was a great honor for Phuket surfers to share quality time with pro surfing legend and world traveler **Jake ‘the Snake’ Paterson**, winner of such prestigious surfing events as the 1996 and 2002 WQS Tour, the 1998 Pipeline Masters, and one after the other wins in 2000 and 2001 at Jeffrey’s Bay South Africa. In 2003 he won the Rip Curl Cup at Sunset Beach. Currently living in Bali and working as a sports marketing rep for *Quiksilver*, Paterson originally hails from the wave-lashed shores of Western Australia, where he mastered all types of surf in his youth, from sparkling-clear beach breaks to barreling reef breaks and points. He also serves as a board member of the Association of Surfing Professionals (ASP).



In good company with Paterson was surf executive Paul Hutson who shared his visionary mind with Phuket Boardriders “Thailand has, for core surfers, been on the map for a while. They have been exploring their way up the Indian Ocean coasts, and Thailand has been a stopover location for surfers en route to prolific Southeast Asian surf destinations. And there is great potential here. Perhaps we can bring to the table important issues, including discussion on the environment.



*Quiksilver* advertising will bring knowledge and get more locals involved, especially the youth. This can help with the basics, like kids learning about the ocean and how to swim. Quiksilver’s role is one of support, involving the internet, global broadcasting, and putting Thai surfing on the map.”



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*Quiksilver* will be the leading sponsor of the first-ever *Thailand Surf Series*, a progression of international surfing competitions hosted on the tropical shores of Phuket Island. 2009 competitions to include the Kalim Beach “**Monsoon Riders**” in June, the Kamala Beach “**King of the Jungle**” in August, and the Kata Beach “**Island Crown**” in September. Collectively, the surf series mark the development of surfing in Thailand through Quiksilver’s global branding and standards.

Hutson and Paterson know from experience that, “Professionalism is very important for these surfing events and we will provide regional and worldwide promotion.” Not only will the surfing events promote a positive image for the island of Phuket and tourism in Thailand, but Quiksilver firmly hopes to “Motivate the Thai youth to participate at the beach - keeping them off the streets.” On the environmental front, Hutson recognizes the significance of keeping the beaches clean, something he feels is very important to surfers as well as tourism industry stakeholders: “We would like to bring together local hotels, lifeguards and government officials to promote public awareness and a shoreline cleaning initiative at local surf beaches.”

With the ground-breaking support of *Quiksilver*, the Phuket Boardriders and the *Thailand Surf Series* aim to develop amateur and professional surfing in Thailand – blazing a trail for Thailand’s talented surfers towards future success in local, regional, and international surfing competitions. 2009 distinguishes a new era in the development of surfing in South East Asia with the *Quiksilver Thailand Surf Series!*