

THE WORLD PADDLE AWARDS

THE WORLD PADDLE AWARDS (WPA) UNVEILED TO THE WORLD AS WEBSITE GOES LIVE.

The most prestigious and glitzy celebration of competitive 'paddlesports' has today been launched.



Website: www.worldpaddleawards.com

Facebook: www.facebook.com/WorldPaddleAwards

Twitter: www.twitter.com/paddleawards

The World Paddle Awards (WPA) is an award ceremony held annually, honouring the most remarkable men and women from the world of paddlesports along with their achievements from the previous calendar year.

With an ever-growing Academy made up of the greatest living sporting legends and other figureheads, the WPA will present 17 Awards in different categories, both on and off the water, to incredible individuals and teams from a series of nominees.

Winners of both the Academy's selection and the People's Choice, as voted by the general public, will receive the much sought-after Golden Paddle.

The WPA aims to celebrate and tell the world about YOU – the athletes, coaches, volunteers, media, event organizers, manufacturers, and so on – and the incredible feats you have accomplished or service you have provided during the past year(s).

A year in the planning, the WPA is a remarkable collaboration between three major players in paddlesports; (by name) the Nantahala Outdoor Center, the largest outdoor activity provider not just in the US but perhaps in the world, Nelo, the world's largest canoe and kayak manufacturer, and Sportscene.tv, the world's first professional paddlesports platform.

"I feel grateful and honoured that we can make this contribution to the further development of our sport with the support of our Partners. Our ambition is to make this the most prestigious celebration of competitive paddlesports and develop a greater cause that can be achieved for our sport and community, which goes above and beyond the celebration of success."

Director of the WPA, Rob van Bommel

The nomination process will commence in 2014 and the red-carpet event itself will take place in 2015, further details of nominee-selection, date and the location of ceremony will be released in the latter part of 2014.

Unifying all paddlesports and phenomenal achievement in sport, it's time to get the champagne out!

SUMMARY

- Annual event, début 2014/2015.
- **17** Awards: doubled for **Academy** vote and **People's Choice** making a total of **34**.
- Awards: (alphabetically) Coach, Comeback, Competition, Filmer, Journalist, Junior Sportsman (U19), Junior Sportswoman (U19), Life Time Achievement, Official, Para Sportsman, Para Sportswoman, Photographer, Sports Team, Sportsman non-Olympic, Sportsman Olympic, Sportswoman non-Olympic and Sportswoman Olympic.
- Paddlesports: (alphabetically) canoe polo, canoe slalom, canoe sprint, downriver, dragon boating, extreme, freestyle, marathon, ocean racing, outrigger, paracanoeing, rafting, stand up paddling, surf kayaking, surfski (surf life saving), touring/expeditions and waveski.

FURTHER INFORMATION

Paddlesports

Each paddlesport requires a paddle used from a boat on water, sensation, technique and function all vary.

The Awards reflect the fact that there are many different paddlesports within our community. Besides the Olympic disciplines, canoe sprint and canoe slalom, the WPA also respects and celebrates non-Olympic paddlesports - for a detailed overview of the more than 15 different types [click here](http://www.worldpaddleawards.com/organisation/category/paddlesports) (www.worldpaddleawards.com/organisation/category/paddlesports).

Awards Overview

The awards recognise the diversity of people and organisations in our community and honour the hard work they put into our sport. Not only are there awards for the athletes but also for coaches, officials (volunteers), media, event organisers and so on. For an overview of all 17 awards and a brief explanation [click here](http://www.worldpaddleawards.com/organisation/category/awards) (www.worldpaddleawards.com/organisation/category/awards).

The winners of the awards will receive [The Golden Paddle](http://www.worldpaddleawards.com/the-golden-paddle) (www.worldpaddleawards.com/the-golden-paddle), an emblem of what we have in common and depicts our mission to unite all people and paddlesports.

As with all awards there is an element of subjectivity, which cannot be avoided. In order to eliminate this as much as possible the 'Academy Awards' and the 'People's Choice Awards' have been created; both categories will receive the same awards. This means that every year there will be 34 awards, two times 17 categories:

1. The Academy

A unique association of the greatest living athletes and other industry representatives, the Academy embraces the principle of using sport to help bring positive social change and unite the different paddlesport disciplines. Academy members offer their time to support the work of WPA year round, they share a belief in the power of sport to break down barriers, bring people and the different paddlesport disciplines together, likewise to improve the lives of young people around the world. The members of the WPA Academy vote by secret ballot to select the Award winners in all 17 categories. Although the Awards bring attention to those at the top end of our sport, it is also athletes at grassroots-level and lesser known paddlesport disciplines that benefit too. You can meet our Academy members [here](http://www.worldpaddleawards.com/organisation/category/the-academy) (www.worldpaddleawards.com/organisation/category/the-academy).

2. People's Choice

Besides the Academy Awards we do have the People's Choice Awards where the general public and fans select their favourites online from the nominees as presented on the WPA website. The highest score is the sum of all likes, tweets and Google+, which you find at the bottom of each nomination. Read more [here](http://www.worldpaddleawards.com/peoples-choice) (www.worldpaddleawards.com/peoples-choice).

Evolution of The WPA

The World Paddle Awards (WPA) were started because there has never been an institution and international event that celebrated the most remarkable men and women from the world of competitive paddlesports along with their extraordinary achievements. Simply put, the WPA aims to celebrate and tell the world about YOU – the athletes, coaches, volunteers, media, event organizers, manufacturers, and so on – and the incredible feats you have accomplished or service you have provided during the past year(s).

Partners

1. Nelo

The largest canoe and kayak manufacturer in the world for competitive boats, and with no doubt one of the best. Since its start in 1978 Nelo has produced more than 30,000 boats with an extensive range of models, constructions and technology. Nelo are based in Vila do Conde, a small city just North of Porto, in the North of Portugal, the company has many retailers all over the world. The factory is more than 7000m² and 100 employees; a large percentage who do or have done kayaking. Throughout the years Nelo has acquired the knowledge, technology and know-how to be able to produce different types of boats and other composite parts with the same craftsmanship.

CEO Andre Santos, www.nelo.eu

2. The Nantahala Outdoor Center (NOC)

Dating back to 1972, the NOC is a complete outdoor outfitter, amongst others, on the Nantahala River, North Carolina, USA – it hosted the 2013 ICF Canoe Freestyle World Championships. Services it provides include: whitewater rafting on 7 Southeastern rivers, world-class paddling instruction in whitewater and flatwater, international paddling adventure travel, 3 retail outlets (Wesser Outfitter's Store, NOC Gatlinburg, NOC The Grove Park Inn), wilderness rescue, fully-customisable group adventure programs, guided activities like fishing, hiking, biking and climbing, bike rentals, lodging options for all tastes and budgets, festivals and events throughout the 'outdoor season'.

CEO Sutton Bacon, www.noc.com

3. Sportscene Media House

Sportscene was the world's first professional platform that provided the different paddlesports, their athletes and the public ongoing, daily coverage of events and people. Within two years it has become the largest website for competitive paddlesports. The World Paddle Awards is a logical extension of this success and drive to elevate paddlesports in the global sports marketplace.

Director Rob van Bommel, www.sportscene.tv

Sportscene TV is part of Sportscene Media House, a consultancy and media company, which works with both niche and the main stream sports (industry). Sportscene Media House specialises in media production, media and press support, media and sports development, consultancy, event media services, athlete support and innovative advertising.

CONTACT

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