



For Immediate Release

**BVI Kite Jam 2010 announces amazing line up of Kiteboarding
A-Listers and Pro Athletes**

*Industry Wave Makers include Kristin Boese, Andre Phillip, Susi Mai, Tuva Jansen,
Tom Court, Chris Burke, Gretta Kruesi and Madison Van Heurck*

14 December 2009 – Necker Island, Sir Richard Branson's Caribbean island, is delighted to announce the fantastic line up of kiteboarding A-list pro athletes who will participate in the inaugural BVI Kite Jam, taking place from the 1 - 5 March 2010.

As one of the main sponsors of BVI Kite Jam, Sir Richard Branson, commented: "It is very exciting to see so many accomplished and recognised kiteboarders committed to the BVI Kite Jam event. I'm sure it will be a great event and I for one, can't wait!"

The following international kiteboarders will be lending their skill, enthusiasm and professionalism to this exciting five-day event.

Kristin Boese – This world champion of multiple disciplines has brought kiteboarding to the masses with her alluring media presence, two instructional books and a DVD on kiteboarding, and continues to motivate female kites and athletes around the globe.

Susi Mai – This 23-year-old from Cabarete, Dominican Republic, has been turning heads with her aggressive riding style and contest results on the pro tour. She is a 3-time winner of the Red Bull Queen of the Air title and holds consecutive worldwide titles.

Andre Phillip – Kiteboarding's biggest legend, Andre has shaped and contributed more to the sport than anyone else. He has won countless titles throughout his career most recently placed 1st in Men's Overall in the 2009 Triple-S Invitational in Cape Hatteras, North Carolina.

Tom Court – The top rider from the UK, Tom quickly made his mark on the PKRA kiteboarding world after winning the UK under 18 Championship in his first year of competition. He has since been an enthusiastic kiter and many titles followed including placing 1st at Animal Windfest 2009.

Chris Burke - A UK slider specialist, Chris has been competing on the BKSA tour since 2006. He describes his riding as a powered wake style, riding aggressively and technically on the water, and aims to continue pushing the limits of this versatile sport.

Tuva Jansen – This Norwegian rider has laid the foundation for her signature style and racked up a list of accomplishments. She was one of the fastest women on the water in speed kiting and has earned her place among the leading ladies of

the kite world now specializes in wave riding.

Gretta Kruesi – A sponsored boarder and all around women's kiteboarding ambassador, Gretta is quickly making her mark on the scene with her distinctive style and passion for the sport.

Madison Van Heurck - A US Virgin Islands native, "Madi" is an experienced kiteboarder beyond his years. A sponsored boarder, he placed 8th in the 2007 PKRA World Tour and continues to rank high in international events and competitions.

"We are thrilled to have these outstanding athletes be a part of BVI Kite Jam 2010, many who've helped define this burgeoning sport over the years with their dedication and talent," says, Charlie Smith, Founder & Partner Kite Jam (BVI) Ltd. "We feel privileged to have their support and commitment to make this event a knockout success."

BVI Kite Jam 2010 will include visual competitions, demonstrations and technique clinics taking place in key locations throughout the British Virgin Islands. The BVI, an archipelago of some 60 idyllic islands, islets and cays in the north-eastern Caribbean, provides the perfect weather conditions and winds necessary for kiteboarding. Festivities will kick off on February 27, 2010 with a VIP Party at the Fat Virgin Café on Virgin Gorda. Additional events, competitions, parties and meals will be hosted on Bitter End Yacht Club, Necker Island, Anegada and Mosquito Island for Kite Jam participants throughout the five days.

High-profile event sponsors include, The BVI Tourist Board, Bitter End Yacht Club and Necker Island as official venue partners; Cape Air as the airline partner; Sunsail as the accommodation partner, as well as Green Technology BVI and Delta Petroleum. In addition, "Sailors for the Sea" gave the event a Clean Regatta Certification, in conjunction with Sunsail's participation and other greening elements of the event.

BVI Kite Jam also strives to benefit the local community and is partnering with charities including the Virgin Islands Search and Rescue (VISAR) and Tortola's Kids And The Sea (KATS), a non-profit water sports program.

Potential "KITE JAMMERS" can register online at the official BVI Kite Jam website, www.bvikitejam.com; Participation fees include accommodations on Sunsail Catamarans, lunches, dinners, festivities and more. Fee costs, additional amenities, contests and restriction details can be found on the event's website.

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