



PRESS RELEASE: Rip Curl Girls Go Surfing Tour 2007

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The Rip Curl Girls Tour, presented by Davidoff Cool Water Wave, will once again be providing girls with the opportunity to try surfing for the first time or improve on their surfing skills when the event launches during the Rip Curl Boardmasters (6th – 12th August 07). Girls will be offered half price lessons during the Boardmasters event, before the European Girls Tour moves on to six UK surf locations including Cornwall, Devon, Wales and the South Coast on the weekend of 18th and 19th August.

The event is exclusively for girls – offering inspiration and confidence to any girl who wants to try something new or enhance their technique. Rip Curl pro surfer and model, Elise Garrigue, along with a selection of other Rip Curl riders, will be giving fellow surfers hints and tips in addition to the fully qualified instructors taking the lessons.

Goodie bags containing samples from Rip Curl and the new fragrance from Davidoff, Cool Water Wave, which is described as modern and dynamic, fresh and sensuous.

Tandem surf classes will also be on offer – a completely new element for the 2007 event, providing a unique experience for girls taking part. Health and Yoga workshops, BBQ's and an official Girls Tour Party on August 7th in Newquay will also part of this year's surf tour.

The party will be held at On The Rocks in Newquay, and will feature music from upcoming artist Jersey Budd, who has been tipped as one to watch after only a few gigs. Opening for fellow Leicester act Kasabian recently at a Glastonbury warm up in aid of the Teenage Cancer Trust, Jersey is already winning legions of fans with his classically crafted songs, reminiscent of his father's love of Dylan, Springsteen, Cat Stevens and Lou Reed.

Also playing is Yoav, an Israeli-born singer-songwriter whose passion for music started when he sneaked to his neighbour's house as a child to listen to Wham and OMD, without his architect father and opera singer mother's knowledge. Via an impromptu performance in front of 15,000 at a Crowded House gig in South Africa where he was so good the press speculated it was a set-up and not a chance "face in the crowd" moment, and a development deal in New York, Yoav's first album was made for new UK label Field, who picked him up having been impressed with his unique sound (he uses the guitar to bang out rhythms). Coming from a guy whose parents only embraced classical music, his own creations are an amazing melting pot: "I've been told it sounds like Damien Rice produced by The Neptunes, or an acoustic Nine Inch Nails, or Beck meets

Buckley meets Bjork. I'm not sure any of those is right. I guess I'd just say it's left-of-centre pop music inspired by all the big themes in my life and all the music I've been into."

Rip Curl Girls Tour is open to any age group and lessons cost £25 per two hours session and £40 for one day. Except during the Ripcurl Boardmasters at Newquay where Rip Curl is launching the event, the girls can get a lesson for £15 and £30 for the whole day.

To find out where your nearest surf school is, log on to www.ripcurl.com.
For more info on the artists appearing at the Rip Curl Girls Tour Party
www.myspace.com/jerseybuddmusic, www.myspace.com/yoavmusic

