



**FOR IMMEDIATE RELEASE**

## **First-Ever Stand-Up Paddleboarding Championships and Charity World Record Attempt Set to Make Waves on the English Riviera**

[XX, August 2024] – On 31 August 2024, over 1,000 stand up paddle boarders (SUP) are set to take part in a charity fundraising world record attempt in support of charities RNLI, Above Water and Rowcroft Hospice during the Great Big Paddle Board Parade.

Gliding over the crystal clear waters of the UNESCO world heritage coastline, The English Riviera is home to the UK's premier paddling destination with upcoming SUP events not to miss.

In addition to the Great Big Paddle Board Parade, from the 27 to the 29 of September 2024, the picturesque waters of Torbay, South Devon, part of the English Riviera, will host the first spectacular festival celebrating Stand-Up Paddleboarding (SUP) in all its forms.

[The Superchamps](#) event is the first in a four-year plan to establish international-level competition in Britain's stunning coastal region, known for its clear waters, and inviting sea temperatures. It will stage a multi-event SUP competition, welcoming beginners through to elite paddlers to the UK home of Stand-Up Paddle Boarding.

The Championships will feature an exciting array of races and activities for all ages and skill levels, from families to elite athletes, including the 150m straight line, 25m exhibition, junior and first-time sprint, timed challenges and races, and long and medium distance courses for stand up paddleboarders of all levels.

There will also be a range of water activities including the official SUP Water Polo Tournament, SUP training sessions covering racing, adventuring and touring, and the opportunity for enthusiasts to try out the latest SUP equipment. On both Friday and Saturday nights there will be a range of presentations, films and talks from the best of UK paddlers to share stories, experiences, world records and the joy of SUP.

**Nine-time World Record Stand-Up Paddleboarding Champion, [Brendon Prince](#), is an ambassador for the championship and comments:** "By bringing the world's Stand-Up Paddle Boarding championships to the English Riviera, we aim to elevate the sport, inspiring increased participation which improves both the mental and physical wellbeing of those who take part.

"In addition to providing an exhilarating line up of activities, we are wholeheartedly committed to promoting water safety and drowning prevention by modelling safe practices in, on, and around water. English Riviera and Superchamps proudly support the Above Water charity, teaching school-age children vital water safety skills and encouraging 'blue space' activities."

Prince continues: “Our long-term plan focuses on promoting Torbay, the English Riviera, as a premier destination for international SUP, with the first five years dedicated to establishing a strong foundation with the support of our commercial partners.”

To find out more information about the English Riviera SUP Championships, visit the website here <https://www.englishriviera.co.uk/whats-on/stand-up-paddle-superchamps-english-riviera-championships-> .

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### **About the English Riviera**

The English Riviera Business Improvement District (ERBID) Company is a collaborative effort between over 1000 local businesses, authorities, and stakeholders dedicated to enhancing the tourism experience and promoting sustainable economic growth for Torbay.

With 22 miles of stunning coastline, the English Riviera covers Torquay, Paignton and Brixham. Torquay is the birthplace of Agatha Christie, the world’s greatest crime writer, and the resort offers a vast array of culture, history, water activities, spas, festivals, entertainment and food and drink experiences. The resort is also an international cruise port. As a designated UNESCO Global Geopark, the English Riviera has gained international recognition for its 400 million years of geological heritage and is promoted as One of Earth’s Extraordinary Places.’

For more information for consumers visit [www.englishriviera.co.uk](http://www.englishriviera.co.uk) and for businesses visit [www.englishriviera.co.uk/bid](http://www.englishriviera.co.uk/bid)