



**For immediate release**  
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## **Press Release**

### **First US project for Wavegarden in Austin, Texas**

***Wavegarden, market leader in innovative wave generating technologies, will collaborate with American entrepreneur Doug Coors, CEO of NLand Surf Park, to open a state of the art surfing facility in Austin, Texas.***

Wavegarden, a Spanish based engineering company and Doug Coors, CEO of NLand Surf Park, today confirmed plans to put Austin, Texas, on the map as a world-class surf destination with the introduction of the first public Wavegarden in North America. This news is an exciting follow-up to last years announcement that the first commercial Wavegarden facility will open its doors in Snowdonia, North Wales, in summer 2015.

Located on a beautiful rural property the size of nine football fields, the lagoon will offer perfect ocean-like waves suitable for surfers of all levels, ranging between one to six feet high, with a lengthy surfing experience of 35 seconds per wave. In 2016, the lives of people in Austin and many others will radically change, with surfing set to become a major lifestyle sport similar to Hawaii, California and Australia. It is extremely rare to find a surf spot anywhere in the world with waves that break perfectly over this duration; this is infrequent even at the most famous surfing locations around the planet because a range of natural elements must coincide for this to happen.

The Coors-Wavegarden team have worked concurrently to achieve this result, overcoming a range of technical challenges inherent to an innovative project of this scale: from the unique lagoon design and self-sustaining rain water supply to the implementation of groundbreaking technology that generates perfectly formed waves 6 feet in height.

"We are working in close collaboration with the experts at Wavegarden to bring this technology to the US. We have such a strong surf culture in America and Wavegarden's technology is going to add a lot of value here, especially in places like Austin where people love sport and the outdoors," explained Coors, a long-time passionate surfer.

Accommodating all experience levels, NLand Surf Park is a dream come true for existing and soon-to-be surfers. For experts seeking high performance conditions, the main break will provide 2 waves every minute, approximately 6 feet in height, that peel in unison in a perfect, cylindrical motion until they reach a close-out section, ideal for practising explosive manoeuvres. Simultaneously, many different types of rideable waves, ranging between 1-4 feet, are created in other parts of the lagoon that are suitable for novice and intermediate surfers.

Conveniently located just minutes from Austin's downtown area, the site for the completely new and singular destination built around recreational surfing and the always alluring beach life will be nestled in idyllic countryside surrounded by nature.

"Historically, surfing has been limited to those lucky enough to have access to the coastline," explained Josema Odriozola, Wavegarden's Founder and CEO. "Formerly, to go surfing required a beach, daylight and specific swell and weather conditions. Now, with our technology we can provide an authentic surfing experience far away from the ocean. And we are extremely proud to have Austin as our first project in the USA, this is a significant milestone for our company."

#### **Testimonials from professional surfers who have tested the Wavegarden demo centre in northern Spain**

"It's fun for everyone, if you don't surf you can learn to surf right here!" Gabriel Medina (Brazil, 2014 Surfing World Champion)

"Wavegarden is the closest thing to a natural wave". Joel Parkinson (Australia, 2012 Surfing World Champion)

"I get so excited talking about Wavegarden, I honestly think this is the future of surfing". Carissa Moore (Hawaii, 2011 and 2013 Surfing World Champion)

#### **Press Contact**

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Video footage from the Wavegarden demo centre: <https://vimeo.com/67886627>

Hi-res photos from the Wavegarden demo centre: [www.wavegarden.com/press/press-2015.zip](http://www.wavegarden.com/press/press-2015.zip)

*Founded by Doug Coors, an engineer and a surfer, NLand Surf Park, will be the only inland surfing destination in North America for surfers and wave sport enthusiasts from novices to world-class competitors. NLand Surf Park promotes inclusive, competitive and ecologically friendly inland wave sports. For more information please visit [www.nlandsurfpark.com](http://www.nlandsurfpark.com)*

*Founded in 2005, Wavegarden SL is a engineering company dedicated to the research, design, manufacture, installation, commissioning and promotion of wave generating systems and lagoons for surfing and other water sports. We remain true to our mission to share the incredible sensation of surfing perfect waves with everyone in the world, regardless of age, gender, level of experience, or geographical location.*