



Press Release

For Immediate Release
San Sebastian, Spain
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WAVEGARDEN® celebrates significant milestone with the launch of Surf Snowdonia

Following several weeks of operation, Wavegarden, pioneers in man-made wave generating technology, expressed their joy with the successful opening of Surf Snowdonia in North Wales.

Since Surf Snowdonia officially opened on August 1, 2015, bookings for professional surf lessons and free surf sessions have been practically booked solid. "Business is great", exclaimed Martin Ainscough, the man responsible for bringing this innovative project to North Wales. "Advanced surf sessions are fully booked until the end of August, and the surf store, restaurant and bar have been non-stop busy since we launched. Wavegarden has delivered a great product and we are excited about the positive impact this is bringing to the local economy and tourism", Ainscough added.

The opening weekend had no shortage of stars in the water, either. Apart from former pro surfer Kalani Robb, who flew in from Hawaii to test the conditions, the founder of Google, Larry Page with his family, and friend Nick Woodman, founder of GoPro, were seen gliding across the waves at UK's newest surf spot.

With media coverage appearing on major outlets all over the globe - from the BBC to the New York Times - the Wavegarden team is savouring the significance of this moment. "It is great see Surf Snowdonia doing so well after years of planning and construction", said Wavegarden's Founder and CEO, Josema Odriozola. "Solid foundations are in place and we are excited about the future. We will continue to work with Surf Snowdonia following the peak season to refine and enhance the quality of the waves."

Although fine-tuning the machinery generally takes several months to execute, Wavegarden's engineers accelerated the process in order to meet the initial launch date. And, with the facility operating 10 hours per day, 7 days a week, the final commissioning of the ground breaking technology will continue after the peak season concludes. Several top professional surfers tested the expert area and rated it as a high performance wave that offers plenty of speed and power.

Located in the lee of the Snowdonia Mountains, next to the village of Dolgarrog, Surf Snowdonia has transformed a derelict aluminium works into one of the most innovative surf facilities on the planet. The surfing lagoon measures 300 meters by 120 meters and provides the opportunity for visitors from the UK and all over the world to ride ocean-like waves tailored for surfers of all ability levels. Perfect waves ranging between 0.7m and 2 m high, with a lengthy surfing experience of 16 seconds per wave, are consistently generated in a safe and natural environment. For more information and bookings: www.surfsnowdonia.co.uk

Press Contact

Hi-res photos link: <http://www.wavegarden.com/wavegarden-surf-snowdonia>

Surf Snowdonia video: <https://vimeo.com/134941369>

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