

Samsung Electronics Extends World Surf League Partnership

Written by WSL



SEOUL, Korea (Friday, May 15, 2015) - Samsung Electronics Co. Ltd. and the World Surf League (WSL), formerly known as the Association of Surfing Professionals (ASP), are extending their partnership for a multi-year term. As part of the renewed partnership, Samsung will sponsor both the men's and women's Samsung Galaxy WSL World Championship Tours taking place around the globe.

Building on the award winning "Everyday is Day One" campaign launched in 2014, Samsung and the WSL will once again work closely to develop compelling content for surf fans around the globe. These initiatives will include both long form and short form content showcasing the best of the WSL and Samsung Mobile technology.

"We are excited to extend our partnership with WSL as part of our mission to inspire athletes to spread their passion and dedication through our technology," said Younghee Lee, Executive Vice President of Global Marketing, IT & Mobile Division at Samsung Electronics. "Together, we plan to develop meaningful programs that integrate our mobile technology - including the world's most advanced smartphone, the Samsung Galaxy S6 - to honor the athleticism, adventure and unique culture of this passionate sport."

A major partner of the world's best surfers since 2014, Samsung Electronics' renewed partnership will focus on technology application in the most dangerous and dynamic frontiers on the planet. The water-resistant Gear S and WSL mobile app will play a role in enhancing competition for WSL athletes and both Samsung and the WSL will also work together to further develop technology in the space for future application.

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"The WSL aims to celebrate and grow the history, elite athletes and diverse fans that embody professional surfing today, and our strategic partnership with Samsung has enabled us to elevate the sport to a broader audience than ever before," said Paul Speaker, CEO of WSL. "Samsung, as our committed partner for the next several years, will be instrumental in delivering the best surfing experience for our professional athletes and enabling our fans to extend their passion for the sport to others."

Additionally, Samsung will complement its partnership with the WSL by engaging several WSL athletes in global, regional and local initiatives including: World Champion Gabriel Medina, Sally Fitzgibbons, and Malia Manuel. Samsung also recently featured WSL's own "Superhero" John John Florence alongside Lionel Messi and other global superstars in support of its Avengers promotional campaign.

The 2015 Samsung Galaxy WSL World Championship Tour is currently in Brazil for the Oi Rio Pro where Samsung is hosting on-site activations at the Samsung Galaxy Studio. Within the studio, a product experience zone has been installed on the beach where fans can have a unique virtual surfing experience, thanks to a combination of the Gear VR and a moving surfboard. Attendees also have a chance to get their hands on Samsung's latest mobile products, such as the Galaxy S6, Gear S, and wireless battery charger.

The Oi Rio Pro is being webcast LIVE via WorldSurfLeague.com

For more information on Samsung's partnership with the WSL, please visit samsungmobilepress.com