

WOMbat Helps Paddle-Boarding Make A Splash In The UK



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Adventure clothing and lifestyle brand, WOMbat, is helping organise a new competition for one of the UK's fastest growing sports.

Forget Sunday football leagues and midweek darts leagues, the summer of 2010 will see a new kid arrive in town – Stand Up Paddle League.



Paddle-boarding has you standing on a board, using a long paddle to propel yourself over a stretch of water. The sport, which involves elements of surfing and kayaking, can be a fantastic way of improving

your posture and developing or maintaining your core muscles as you work to keep your balance on the water.

People around the country are already discovering how much fun paddle-boarding can be, but to help bring the sport to even more people in 2010, WOMbat and the Fen Paddle Company have teamed up to organise Paddle League.

Tournaments have already been planned to take place on rivers in Cambridge and Norwich at the end of July, while more locations are still to be confirmed. Teams taking part will have to face three different challenges on the day called "over, through and under". More details are due to be released soon, but the aim will be to post the fastest time in each heat in order to progress to the finals where teams will be able to compete for a host of amazing prizes.

However, the team at WOMbat understands that it's not all about winning, so they're going to be handing out a raft of extra goodies including prizes for the team which raises the most cash for charity, the team with the best attitude, and a prize for the individual who pulls the most impressive wipeout.

All equipment including boards, paddles and buoyancy aids will be provided on the day, as well as an hour's paddle training to make sure contestants are up to speed.

Money raised through Paddle League will be donated to East Anglia's Children's Hospices (EACH), a charity which cares for children with life-threatening conditions and complex healthcare needs.

Register now

WOMbat is looking for teams of six to enter the competition. Anyone can come together to make up a team such as friends, workmates, university clubs or professionals. As an incentive to get entries in early, anyone entering before January 25, 2010, will have their team name entered into a draw for 1 x free entry and 2 x 25 per cent entry discounts. They'll also be guaranteed to receive a free Paddle League T-shirt.

WOMbat's Victoria Tingey said: "We're delighted to be working together with the Fen Paddle Company, helping to organise next year's Paddle League tournaments. Everyone at WOMbat loves trying new

sports and making the most of the outdoors, and paddle-boarding is right up our street.

“At WOMbat we’re all about having adventures whether it’s on a river, in the sea or up a mountain, so it’s fantastic to be involved with a brand new competition like Paddle League.”

WOMbat would like to hear from cities or other parties interested in hosting a 2010 tournament as well as companies interested in sponsoring a student Paddle League tournament next summer.

To find out more and request an information pack visit www.fenpaddle.co.uk

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About

WOMbat:

[WOMbat Clothing](#) was established in 2004 as an online retailer specialising in adventure clothing with a focus on ethically sourced materials and Fairtrade goods. Since then the business has grown and now boasts five shops across England and Wales, selling a wide range of [ethical clothing](#) and accessories from hoodies to socks, including a significant number of Fairtrade items for women’s and [men's clothing](#).

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