



## **GKA Big Air Challenge – Cape Town**

### *Kite Brand & Rider Overview*

2024 has been an incredible year for the GKA, with 12 events spanning 5 continents. As we wrap up a busy season with the GKA Awards on Friday, 10<sup>th</sup> January, we're excited to host our first **GKA Big Air Challenge** during the lead up to the event, 2–9<sup>th</sup> January.

The Big Air Challenge format welcomes kiteboarders of all levels—from amateurs to pros—to Cape Town for a week of chasing wind and boosting high at the world-class kite spots surrounding Cape Town, South Africa.

### **The Format**

- It's "Team Max Height" as Brand Teams. The five highest jumpers for each Kite Brand set the score for the team. Highest team total score wins.
- Riders have eight days to record their highest kite jump at any kite spot in the Western Cape, South Africa, from 0:00 2<sup>nd</sup> January to 23:59 9<sup>th</sup> January 2025.
- Record sessions using a WOO sensor, tagging the kite you rode to enter the challenge and score for the respective brand team.
- Everyone's single highest jump counts—so it's up to you to find the perfect kite, spot, and conditions!

### **Rules**

- Sessions must be uploaded by 23:59 the day they were recorded. If you hold onto your score, it will not be valid!
- Riding can occur at any kite spot in the Western Cape, South Africa.
- Use a WOO sensor to record your jumps and post to your personal account, including the correct info on the spot and kite ridden.

- Record with a max of two WOOs, on latest firmware, mounted correctly (Twintip: horizontal orientation, between the foot straps. Foil: horizontal orientation, ahead of front foot on nose of the board)

### **For Brands**

All Kite Brands are encouraged to nominate a Team Captain for the event. This captain will receive a WOO Demo Kit that includes WOOs, mounts, and a portable battery. Team Captains can assist kilters posting sessions, generate media coverage of their team's progress, and ride themselves!

We encourage brands to motivate their pro team riders and their community in Cape Town to participate. As a brand, you can organize demo days and meet-ups throughout the event window to bring kilters together and contribute to your team's score.

Throughout the event, updates and features on the participating teams and kilters will be published by the GKA and WOO media teams, highlighting the progression of the challenge and standings.

### **Getting the WOO Demo Kit**

Each brand's demo kit is available for collection in Table View, Cape Town. Kits include demo WOOs, extra mounts, and a portable battery. Please have your Team Captain reach out to Arlin from WOO - [arlin@woosports.com](mailto:arlin@woosports.com) - to arrange collection at The Brand Stable - 4 Blaauwberg Rd, Table View, Cape Town, 7441

Individual WOOs will also be available for daily demo at The Brand Stable. Address;

4 G Horizon Bay, 4 Blaauwberg Service Road, Table View, Cape Town

### **Prize Details**

- The Big Air Challenge Trophy will be awarded to the top brand team at the GKA Awards on Friday, 10 January, 2025. This is a "Perpetual" trophy, meaning it will be engraved with this year's winner and passed on to the winner of the next GKA Big Air Challenge. The five scoring riders for the top team will win a WOO 4.0 as well!
- GKA Award Show and After-party entry will be waived for the five scoring riders in the top three teams.

## **Media Coverage**

The GKA and WOO will feature content throughout the competition week in Cape Town. On Instagram, tag @gkakiteworldtour and @woosportskite to be featured in daily event coverage highlighting your team's involvement.

Daily standings will be shared every morning as new scores are posted and the table evolves. Live standings are available at [gka.woosports.com](http://gka.woosports.com)

For more details about the challenge, visit:

<https://www.gkakiteworldtour.com/woo-big-air-challenge/>

If you have any questions, feel free to reach out to our Event Host Liam - [liam@gkakiteworldtour.com](mailto:liam@gkakiteworldtour.com)

We look forward to seeing you in Cape Town for an unforgettable start to the new year!