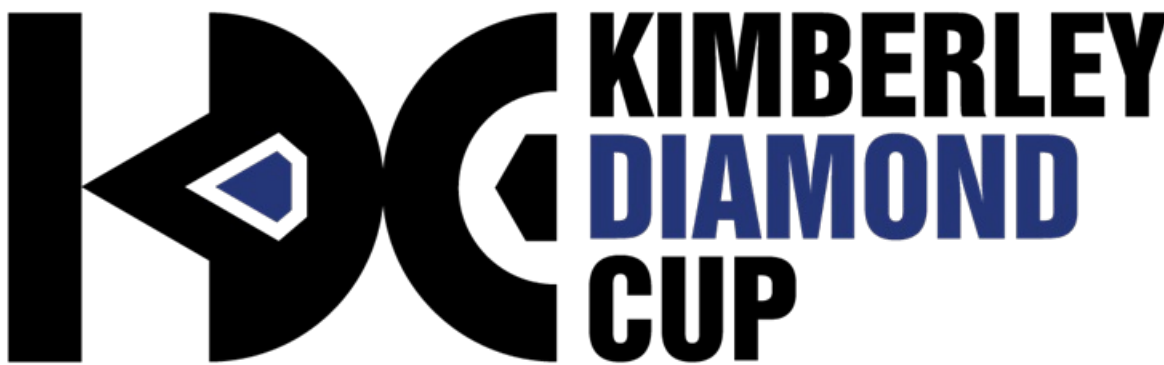


SKATEBOARDING WORLD CHAMPIONSHIPS



AT



PRESENTED BY **KUMBA IRON ORE**

2014 Skateboarding World Championships Return to Kimberley, South Africa

Nyjah Huston to Defend World Title against Unprecedented Global Roster of More than 30 Countries at Kimberley Diamond Cup Oct 2-5

[World Skateboarding Grand Prix](#) – the leading international skateboarding event management company -- today announced the street lineup for the 2014 Skateboarding World Championships at the Kimberley Diamond Cup Presented by Kumba Iron Ore. The best pro street skaters from the U.S. will join the top skateboarders from around the world to battle it out in Kimberley, South Africa October 2-5 for their share of the \$500,000 prize purse, the largest single event prize purse in skateboarding. More than 30 countries will be represented in this year's championships.

"The unprecedented global participation in this year's championships gives us the unique opportunity to showcase our beautiful country to the world, and will also allow our young people to be inspired by these incredible athletes," said John Block, member of the executive council for finance, economic development and tourism in the Northern Cape government. "This contest has grown beyond what we anticipated. It is now the premier skateboarding competition in the world and all eyes will be on Kimberley. We can't wait to see the incredible talent that will no doubt be displayed during this year's competition. It is truly an historic event!"

Nyjah Huston, last year's street skateboarding world champion, along with other top U.S. pros, will battle the top skaters from around the world in a fast-paced, adrenaline packed contest that takes place on the state-of-the-art Kumba Skate Plaza. More than 30 countries are sending their best skaters to the world championships, including countries competing on the international stage for the first time: Turkey, Vietnam, Philippines, Namibia, Mauritius Islands and Malaysia.

"To have so many countries competing in the World Championships is unprecedented in skateboarding," said Tim McFerran, CEO of World Skateboarding Grand Prix. "Since there are only a handful of countries with federations established for skateboarding, most countries do not have any formalized means to support their top skateboarders to get to international contests. So getting financial help to get to these contests is key. Even the U.S., as advanced as it is in skateboarding, has no mechanism in place to get governmental help to send its top skateboarders to the big contests and it has to rely on brands to help."

McFerran along with other international groups have established the World Skateboarding Federation as a means to assist countries in organizing and supporting skateboarding in their countries. "Over the last seven months, we've seen first-hand the challenges in getting skaters to the world championships in countries that have no existing federation. We've been working feverishly to assist countries to help

bring their skaters to South Africa, and we established the World Skateboarding Federation as a means to support this endeavor. We want to help support the growing skateboarding talent around the world and to ensure that skateboarders who have the talent, but not the means, are represented in major events like the skateboarding world championships.”

The growing list of countries participating in the 2014 Skateboarding World Championships includes: Australia, Austria, Belgium, Botswana, Brazil, Canada, China, Czech Republic, Finland, France, Germany, Lebanon, Malaysia, Mauritius Islands, Mexico, Morocco, Mozambique, Namibia, Netherlands, Russia, Swaziland, Thailand, Turkey, Uganda, United Arab Emirates, United Kingdom, United States and Vietnam.

For an up-to-date list of skateboarders and countries that will be represented at the 2014 Skateboarding World Championships, visit www.KimberleyDiamondCup.com.

World Skateboarding Grand Prix recently announced its expansion plans for 2015 which includes the U.S. Skateboarding Championships, Turkey Skateboarding Championships, South African Skateboarding Championships and the Skateboarding World Championships. An additional two championship qualifying events for the 2015 Skateboarding World Championships are in the works and will be announced in the coming months.

The Skateboarding World Championships at the Kimberley Diamond Cup will be broadcast live in South Africa on SuperSport and distributed globally in 173 countries reaching 367 million homes worldwide. The event will also be [webcast live](#).

About Kimberley Diamond Cup

The annual Kimberley Diamond Cup Skateboarding World Championships is a partnership between South Africa’s Northern Cape Provincial Government, World Skateboarding Grand Prix and Kumba Iron Ore. Located 300 miles southwest of Johannesburg in the Northern Cape Province, Kimberley was the location of South Africa’s first diamond mine, thus its nickname, “The Diamond City.” For the latest news and information go to www.kimberleydiamondcup.com or follow KDC on [Twitter](#), [Instagram](#) and [Facebook](#).

About World Skateboarding Grand Prix (WSGP)

World Skateboarding Grand Prix is an international skateboarding event management company. WSGP hosts world-class skateboarding events with a commitment to help stimulate local economies through tourism while supporting youth development, especially those in underserved or impoverished communities. For the latest news and information on the 2014 Skateboarding World Championships at Kimberley Diamond Cup and other upcoming World Skateboarding Grand Prix events, visit www.WorldSkateboarding.com.

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