



Newsletter # 7

Dear sports mates,

In about six months the time has come. The Barefoot Water Ski worlds are approaching rapidly and our team is working in full swing

To inform the city Brandenburg an der Havel about the most recent developments of the Worlds preparations, we were represented with our information booth during the city's New year reception on January 19, 2010. The chairman of the social democratic party (SPD), Frank-Walther Steinmeier, as well as the most successful female German Olympian, Birgit Fischer were also present during this event



Picture 1 New Year's Reception

From January 17 to 25, 2010, the world's largest boat fair took place in Düsseldorf. Of course we took part as well. Altogether, 1650 exhibitors from 55 countries showcased on about 22000 qm. With a booth of the DWWV we drew public attention to the upcoming Worlds and had a live-interview on stage.



Picture 2 Stefan Wörpel & Franz Kirsch

Together with the Society for City Marketing and Tourism (STG) of the city Brandenburg-an-der-Havel we were represented on fairs and informational events. Despite they took place on her free weekends, our very committed intern Lisa has taken these as a chance to promote the Barefoot Water Ski Worlds and forge new links with companies and media. On March 5 and 6 Lisa participated in the Potsdam Tourism Days at the Potsdam main station. The booth caught a lot of attention, also because of the large and modern LCD screen showing the Worlds' trailer.

Another event where we showcased the Barefoot Water Ski Worlds was the International Tourism Fair (ITB) from March 10 to 14, 2010. One more time the STG supported us actively. Great publicity for the joint booth of the Brandenburg region, the city of Brandenburg-an-der-Havel and the Association for City Marketing and Tourism brought the visit of mayoress Dr. Tiemann, the Brandenburg Minister for Economic Affairs Ralf Christoffers, the Havel queen and the Roland of Brandenburg.



Picture 3 booth of the city Brandenburg an der Havel

It has been a great success for the Worlds since it was almost impossible mastering the run on the booth. Many commercial flyers were distributed and interviews for TV and radio stations given.

Amongst others, talks were had with Professor Dr. Johanna Wanka, the chairwoman of the Christian Democratic party (CDU).

Our staff Mario Walther was present at the yearly „Tourism experts‘ morning pint“ on March 17, 2010. Our mascot Brandi, Peter Eckert and the Havel queen, which gave a flower bouquet to everyone, welcomed the visitors



Picture 4 in front of the city-hall of Brandenburg an der Havel

The event was launched with the song „Fritze Bollmann“ sung by the kindergarten choir of the day-care centre „Klein und Groß“. This meant a successful start and with their radiance the kids won the hearts of the visitors.

In the following opening note the Barefoot Water Ski Worlds 2010 were named as a highlight of the year in the city of Brandenburg-an-der-Havel. The efforts of Stefan Wörpel and his team were sung the highest praises. Frank Zander was present at this event and demonstrated interest in the Worlds in August. Throughout the entire event a power point presentation was displayed in the background of the town hall room advertising the Worlds.



Picture 5 handing over the bouquet

With an information booth the organisational team of the Worlds was present at the annual assemblies of the Water Ski Club Berlin e.V., the Water Ski Club Caputh Preussen, the Berlin Brandenburg Water Ski Association and the Sports Alliance of Brandenburg.



Picture 6 Brandenburg doctors carnival

Our presentation in the worlds largest Mercedes-Benz car dealership. On March 6 and 7 at the Salzufer in Berlin we could promote the Worlds on an area of more than 15500qm.

In the context of the evening event of the association's day of the DWWBV our concept was introduced to more than 200 guests.



Picture 7 Largest Mercedes-Benz dealership in the world

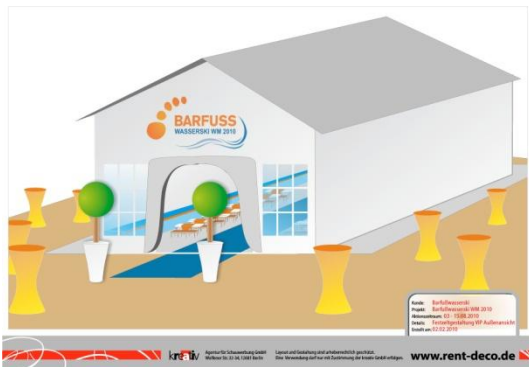
To enhance our public presence, during the months January to March we furthermore were represented in 5 TV and 3 radio broadcasts and in more than 20 reports of printed media.

4000 users visit our website

<http://barfusswasserski.de/> each month.

With averagely more than 130 visitors a day this most probably is Europe's largest Barefoot Water Ski internet platform.

Since December of last year our activities regarding the corporate event are in full swing. On the area of the Barefoot Water Ski Worlds companies and families can rent large party tents to celebrate own festivities or to arrange corporate events (promotion or product demonstration).



Picture 8 tent for the company event

This option for presentation in the context of a large sports event finds great echo. More than 800 places are already booked. Further information on the corporate festival and booking possibilities for your enterprise you can find on our website.

This is not the only event during the worlds where we offer companies and associations the possibility to present themselves. Also our sports- and leisure fair is extraordinarily suited to address a dynamic audience. Further information, documents and downloads are available on our website www.barfusswasserski.de.

The LOC wishes all friends of the barefoot sport good fun during training!

