

WindsurfKids Press Release

FOR IMMEDIATE RELEASE



Starboard & World Sailing are excited to announce the January 2023 official launch of:

WindsurfKids

Written by Linzi Hawkin & Lizzy Howard

Illustrated by Sarah Steenland

The WindsurfKids Workbook is now available to read online, download or print for free at

windsurf.star-board.com/media/windsurfkids-digital-workbook/

Starboard Founder Svein Rasmussen & World Sailing President Quanhai Li with the first copy of the WindsurfKids Workbook.

WindsurfKids is a fun and friendly introduction to windsurfing, water safety and environmental education. Filled with inspiring stories, interactive challenges and opportunities to get outside, this workbook is designed to inspire kids while supporting their parents, instructors and educators.

Kids are guided through the following 6 lessons by Tiki and a dream team of professional windsurfers & eco-activists.



As they make their way through the first 3 lessons, young readers get to grips with the basics of windsurfing, learn to spot hazards at sea and discover all sorts of adventurous possibilities - including the windsurfing pathway to the Olympic Games!

Following on from this the second half of the workbook focuses on 2 key areas, helping kids to look after themselves and their home - planet earth.

Interactive recipes, exercises and games are designed to keep WindsurfKids happy, healthy and relaxed. While breaking down complex topics including microplastics, climate change and

carbon footprints into bite sized chunks. Inspiring the next generation of ambassadors for the planet!



Why WindsurfKids?

We know that when kids fall in love with an outdoor sport like windsurfing, they fall in love with the outdoors. And kids who love their planet become the best ambassadors for taking care of it.

WindsurfKids was born following the success of SUPKids, founded by Linzi Hawkin in 2014. Both programs share the same aim: engaging kids in watersports and making vital water safety & environmental education accessible to everyone. When given the right support, young people have the power to change the world they live in for the better. Sometimes all it takes is a little inspiration to help them discover their inner activist, whether that comes from a teacher, a book or an experience in nature.

QUOTE SVEIN RASMUSSEN: Starboard Founder

“Adventures, learning new stuff, taking care of the ocean and planting mangroves for the planet - this is the stuff I love and live for. Windsurfing brought me a lifetime of opportunities and fun. We at Starboard hope that you will enjoy this workbook that Linzi, Sarah, Lizzy and our eco team have created with their hearts and minds. Wanting to help us all connect with the ocean through windsurfing and learn how to better protect it.”

QUOTE KORAY EZER: World Sailing Head of International Development

“World Sailing is wholeheartedly committed to encouraging more people to discover the the benefits of our sport. As such, we are very excited to support Starboard’s Windsurf Kids initiative which gives younger children the opportunity to learn the basics of windsurfing, water safety, and how to care for the environment with tips from some of the very best windsurfers in the world. The programme is fully aligned with World Sailing’s Sustainable Development Agenda and offers a free programme for children to have fun on the water and become ambassadors for the planet.”