

*Press Kit*



- ***The village of Sort, in Catalan Pyrenees, site of the 27th edition of the Wildwater World Championships***
- ***The first time that Spain hosts this sports event which takes place from 7th to 13th June 2010.***
- ***A sporting event with the participation of 31 countries and 250 athletes***

More information:

**Press service. Sort 2010 Wildwater World Championships**  
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## The biggest sporting event of wildwater

The village of Sort, located in the Catalan Pyrenees, will host the 27th edition of Wildwater World Championships, from 7th to 13th June 2010, being the 1st time that Spain hosts this sporting event.

Already this year, 2009, Sort and his river, Noguera Pallaresa, was the scenario of several competitions:

- The Pre-Wildwater World Championships, from April 14th to 19th.
- The 46<sup>th</sup> edition of the International Rally of the Noguera Pallaresa, from July 18th to 26th.
- The Spanish Wildwater's Cup, from May 2nd to 3rd

In the kayaking history, the first Wildwater World Championships took place in 1959 Treignac (France) which was still allowed in 2000. France also hosted the championship in 1969 and 1987, in Bourg-Saint - Maurice.

For the first time in the history of this discipline, Spain host this sporting event in the village of Sort. The traditional sport of canoeing in Spain but also in Catalonia, and especially the small village of Sort was crucial for the election of Spain's Sort 2010 Wildwater World Championships.

Sort 2010 will also count with a vast program of social, cultural and educational events, which will offer many tourist activities to members of various delegations who visit the venue. A program that will allow visitors to find the largest protected area of Catalonia (*Aigüestortes National Park and Lake Sant Maurici and Alt Pirineu Nature Reserve*), where the highest peak of Catalonia, the *Pica States* (3,144 m) and the largest lake in the Pyrenees, the *Certescan*, in addition to its 13 museums, craft cheese, literary roads that inspired works translated into several languages and the gastronomic Xicoia Association's restaurants (one of which was rated by one Michelin's Star).

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## The discipline

The Wildwater World Championships is held every two years in a trial event. Wildwater racing is the specialty of the river craft. The participants have to navigate a part of a river with waves and rapid in the fastest time possible. The course is open and the starting times are spaced. The highest level of difficulty allowed by the regulations is a grade IV on a scale of VI.



The three disciplines of this competition are classic race, sprint race and team race (sprint and classic).

## A plural organization

Sort 2010 Wildwater World Championships is organized by **the International Canoe Federation**, the **Spanish Federation of Canoe-Kayak** (*Real Federación Española de Piragüismo*), the **Catalan Federation of Canoe-Kayak** (*Federació Catalana de Piragüisme*) **Pallars Sportive Association** (*Associació Esportiva Pallars*) and **the city council of Sort** (*Ajuntament de Sort*), in collaboration with the **Government of Catalonia** (*Generalitat de Catalunya*), the **Lleida Provincial Council** (*Diputació de Lleida*), the **Pallars Sobirà Local Council** (*Consell Comarcal del Pallars Sobirà*) and **the Pallars Sobirà Association of Whitewater's Sports** (*Associació d'empreses d'esports d'aventura del Pallars Sobirà*). The President of the Government of Catalonia (*Generalitat de Catalunya*) is the Honorary Member of the event Organizing Committee.

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## The recognition of a sporting tradition

The kayaking history of the village of Sort begins in 1964 with the organization of the 1st edition of the *Noguera Pallaresa Tourist International Rallye*, which this year celebrated the 46<sup>th</sup> edition. This sporting event was declared a national tourist event by the Government of Spain (Ministry of Tourism).

The Noguera Pallaresa's river was the scenario of other international events in deep water, such that the Wildwater European Cup (1980), the Wildwater World Championships Junior (1988), the World Championship Freestyle (2001) and the European Championship freestyle (2004).

Each year, Sort hosts an International Open of rafting and International wildwater event in the river Noguera Pallaresa, scoring for the world ranking.

## The Noguera Pallaresa: one of the best rivers to practice whitewater's sports

One of the main natural resources of the Pallars Sobirà area is the river Pallaresa Noguera, tributary of the Segre. This river, with an average flow of 31.5 m<sup>3</sup> per second, has a length of 146 km, 40 navigable. This fact makes the existence of different parts with different degrees of difficulty from the most basic level (I) for children and beginners of the sport, to the most intrepid steps (V grade from a scale of VI) to the most experienced, being one of the major rivers to practice whitewater's sports (kayaking, rafting, hydro, etc). Currently in the Pallars Sobirà area can be practiced more than 24 sports activities related to the nature and the river.

Sort is located 80 km. from France border, and is a recognized tourist destination for the practice of canoeing, a fact certified in 1996 by the Government of Catalonia, through the Department of Tourism of the Generalitat de Catalunya.

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## The competition

The three disciplines of the competition will take place along the river from a distance of 6800 m, with the rapids at several grades of difficulty (III and VI).

The Classic Race will be reachable and visible from the C-13 road, along which there will be meeting places for media, spectators, and the organization security. A strategic position to follow the races from a privileged view point.

The Sprint Race will be take place in the Aigüerola equipment, built in 1993 in the village center of Sort with a grade III of race difficulty.

Infrastructure, which also counts with electrical installations, a step to reach the audience, sound equipment, telephone connections, electronic clock and artificial illumination.



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## Logo

The logo of Sort 2010 Wildwater World Championships rises from the water and the river. It is a modern image, evoking the elegant image of the river Noguera Pallaresa, a river with a difficult course, unpredictable and erratic. The logo symbolizes a drop of water in motion and is the result of the power, the strong passion for canoeing and the paddle's force in contact with the river's water.



The sport and their disciplines, in addition, are also represented through the image of the athlete with his boat and paddle in the center of the drop, as the protagonist of the competition. Finally, the logo colors are blue and green as their connotations related to water and nature.

Complement these colours, whites, blacks and greys, and in some specific applications are also used yellow intensity which symbolizes the strength that characterizes the sport.

## Figures

During the Pre-Wildwater World Championships, from 14th to April 19th, 2009, the Noguera Pallaresa hosted nearly 115 participants from 15 different countries: Germany, Australia, Austria, Belgium, Croatia, Slovakia, Slovenia, France, the United Kingdom, Ireland, Italy, Netherlands, Luxembourg, the Czech Republic, Switzerland and Spain.

For the Sort 2010 Wildwater World Championships, from 7 to 13 June 2010, the organization expects more than 250 participants and teams from 31 different countries.

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## *Press service*

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The press service of this event is managed by the company inMente.

You can access [www.sort2010.org](http://www.sort2010.org) for more information and event news.

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