



PUBLICITY RELEASE

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WAKA AMA – BRING IT, IT'S ON!

Maori Television will showcase the best of the best in world outrigger canoeing with televised highlights of the **WAKA AMA IVF VA'A WORLD SPRINT CHAMPIONSHIPS** next month (March 2006).

Nga Kaihoe o Aotearoa (New Zealand Maori Polynesian Canoe Sporting Federation) will host 27 countries at Lake Karapiro in the Waikato from March 21 to 25 in what is tipped to be biggest event since the 1990 Commonwealth Games in Auckland.

As the official broadcaster, Maori Television will screen a one-hour highlights show from 8.00 PM to 9.00 PM every night from Tuesday March 21 to Friday March 24 followed by a two-hour special from 4.00 PM to 6.00 PM on Saturday and Sunday March 25 and 26. The channel will also replay its coverage from Saturday April 1 at 5.30 PM.

Event manager Benjamin Hemi says the world champs will attract more than 10,000 international guests who will pump some \$10 million into the local economy. Individuals, pairs and teams from Tahiti, Hawaii, United States, Australia, New Zealand, Canada, Asia and Europe unite every two years to determine the best outrigger paddlers in the world.

"If our national champs held last month (January) are measure of its growth, we are catering for up to 100,000 attendants throughout the five-day event and more than 5,000 competitors and support crew – the event is simply huge," Hemi says.

"A melting pot of cultures will come together for one reason, to see who is the 'best of the best', and this is New Zealand's chance to show the world how such an event can be done. To put it simply, we will say – bring it, it's on!"

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Maori Television executive producer of sport Bailey Mackey says the world champs will showcase the speed, power, form, fitness, skill, professionalism, grace and competitiveness of outrigger canoeing.

“As New Zealand’s national indigenous channel, we are honoured to be at the forefront of promoting what is one of the world’s fastest growing water sports,” Mackey says. “We will endeavour to motivate, inspire and entertain not only the competitors but to educate the public about this fast, fun and exciting sport.”

Catch the **WAKA AMA IVF VA'A WORLD SPRINT CHAMPIONSHIPS** on Maori Television from 8.00 PM to 9.00 PM on Tuesday March 21 to Friday March 24, and from 4.00 PM to 6.00 PM on Saturday and Sunday March 25 and 26.

For more information, go to www.wakaama2006.com or www.maoritelevision.com.

Ends

ADDITIONAL INFORMATION FOR WAKA AMA IVF VA'A WORLD SPRINT CHAMPIONSHIPS

Year	2006
Censor	General Exhibition (G)
Duration	4 x 60 minute and 2 x 120 minute sports specials
Language	Maori and English

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