



Anita Elms (right) announcing Cave Shepherd's sponsorship of Brian Talma.

## Brian Talma attracts sponsorship from Cave Shepherd for world tour

**TOP** Barbadian windsurfer and sports ambassador Brian Talma has attracted sponsorship from Cave Shepherd as he continues on his internationally high profile 2004 "deAction World Tour".

This year's tour, along with competing on the Professional Windsurfing Association (PWA) Tour, includes taking part in international events and trade shows.

Anita Elms, Regional Marketing Manager of Duty Free Caribbean, Cave Shepherd's holding company, announced the partnership on behalf of the company at the Broad Street store yesterday.

According to Elms, Talma will promote Cave Shepherd's exclusive Chiemeese beachwear line and the store's general products. He has also taken centre stage in the store's 'Your Style, Your Way' advertising campaign, currently being screened on television, in movie theatres and the new Cave Shepherd catalogues.

Brian, whose prime objective is to promote and platform Barbados as one of the top beach culture destinations in the world, says: "The combination of excellent windsurfing, surfing and kitesurfing conditions teamed with Barbados' exceptional nightlife, restaurants, rum shops and other cultural features, make it the perfect destination for the adventurous visitor".

Brian launched his 2004 deAction World Tour locally with the start of the (windy) season earlier this year. This included his hosting of the Banana Boat Waterman Festival with competitions in surfing, wind-

surfing and kitesurfing.

Talma has already competed in the PWA London indoor event, finishing fifth in slalom, sixth in freestyle and 11th in Jump. He went on to the PWA Paris indoor event, finishing 15th in freestyle.

In April, he was featured in a special photo shoot for F2 Boards in Maui, Hawaii, and subsequently took part in a major promotional event in Austria.

His deAction World Tour continues in Germany, Italy, Switzerland, China and Spain, among other destinations. Wherever he goes his primary goal is to draw visitors to Barbados, an effort in which his sponsors play a vital role.

He notes, "Barbados' beach culture relates directly to tourism. Surfing, windsurfing and kitesurfing are a great image base for Barbados and now more local people are getting involved in beach activities".

Brian's promotional tools include a variety of techniques to highlight Barbados as a top destination and emphasize his sponsors - Cave Shepherd, Virgin Atlantic, F2 Boards, Chiemeese the German beach clothes, Maui Hot Sails and Silver Rock Hotel.

His signature board and sail display the Barbados logo, as do his Chiemeese promotional T-shirts, which Brian distributes at international events. He also hosts competitions where contestants can win a signature board or sail. Of course, his music always features prominently in all of his promotions and he places special emphasis on island culture.