

DROPPING IN

ASP World Junior Surf Champ Ella Williams

ISSUE 1
MAY/JUNE 2014

Hi!!!!

Welcome to my very first newsletter, I hope you all enjoy the read.

Wow! What an amazing journey the last six months have been. Since winning the World Juniors in Brazil it has been full on. I have been lucky enough to secure some cool partners such as Ripcurl, Weet-Bix, Sky Next, Air Tahiti Nui, Jucy Rentals, Tania Niwa Photography as well as Reef, Anderson Surfboards and Creatures. Thanks everyone for your wonderful support.

Along with my surfing commitments I have also been busy building my profile, with a number of events and sponsors. In February I attended the ASP Banquet Awards and was officially crowned World Junior Champion. I feel so blessed to have graced the stage of the many greats. It was an amazing night, with my family at my side.

Keep an eye out for the release of the Ripcurl Bombshell series wetsuits due out in July. The promo for this was shot on the Gold Coast and I have to say the new wetsuits are the BOMB!!! Excuse the pun.

I am beginning to get an appreciation of what it takes to realise my potential. I have been lucky enough to secure the services of Force x Velocity, who as part of my high performance team look after my physical well being.

I have just completed the QS 6 Star event in Taranaki, securing a ninth placing out of 48, so am very happy. To top it all off I have just been confirmed as the wildcard for the ASP Fiji WCT Women's Pro.



Check out my Facebook www.facebook.com/ellawilliamssurfer and Instagram [@ellaoliviawilliams](https://www.instagram.com/ellaoliviawilliams) to see how we are travelling.

Winter is on its way which means more swells on the Whanga Bar!

Happy surfing everyone.

Ella
XX

UP AND COMING EVENTS



May After competing in the 3rd ASP 6 Star QS in Taranaki it has elevated my World QS ranking to 19th. It was a great experience to compete in front of my core supporters at home in New Zealand. The most exciting news I received after the event was being invited by the ASP to attend the WCT Fiji Pro as the wildcard. It has long been a dream to surf with the top 17 elite women's surfers! The event begins on May 25th. You can follow all the action on this link! <http://www.aspworldtour.com/events/2014/wct/666/fiji-womens-pro> Weet-Bix and I put together a promo that gave the lucky winner an all-expenses paid holiday in Whangamata. I'll be taking the winner Sophie Rippon and her friend Ruby Nola surfing, then to lunch. <http://hungry.weetbix.co.nz/ella>



June/July I'm super excited to be doing a motivational speech for Ronald McDonald House with Olympic and Commonwealth Games medalists. Our aim is to motivate corporate families to run in the Auckland Marathon and each raise \$1000 for Ronald McDonald House. I then head to Mexico to compete in another QS 6 Star event before heading back to California in July. There I will compete in the Pro Junior event at Huntington Beach.

Team Williams welcomes **JUCY** on board as our main transport provider overseas. **JUCY** have partnered with Ella to give her the comfort and convenience she deserves to win a World title.



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HANG TEN with: Tania Niwa

Sydney based Kiwi Tania Niwa, is one of Australasia's leading portrait and commercial photographers. She is a multi-award winning photographic artist who has attained the highest accreditation in her profession. Tania is a Grand Master of Photography and we are really stoked to have her on board Team Williams.

What is your role with Team Williams?

"I manage digital strategy, social media and image consistency. I also liaise with Ella's sponsors and help with the acquisition of new sponsors, alongside my business partner Tony Kemp, Ella's Manager."

Why are you passionate about supporting Ella?

"Ella has such an incredible level of excellence, an unsurpassed positivity and strong self belief, which are qualities I really admire in her. I am a big advocate of helping people realise their potential. As I help Ella on her journey it has been very rewarding seeing her inspiring others to realise their potential in whatever field they choose. There's a special place in my heart for surfing, having grown up with the surfing culture in Taranaki, where I was the photographer for the Waitara Bar Board Riders Club. My passion for photography actually started with a love of capturing all my mates surfing the wild and varied Taranaki breaks as a teenager. Working with Ella has reignited a childhood passion."



Ella and Tania at the 2014 ASP Awards, Gold Coast, Australia

"Tania helps elevate my professional image with such incredible skill. She captures the very essence and soul of what I do both in and out of the water."

- Ella

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THANK
YOU



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