

FOR IMMEDIATE RELEASE:

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LEGENDARY ARTIST RAY MASTERS MAKES HIS MARK ON THE NAVMAN MAUI SPEED CHALLENGE SERIES

Maui, Hawaii -- His colorful and humorous work made him one of the most prolific sports artists in the world. Now Ray Masters has used his inimitable style on a poster created specially for the Navman Maui Speed Challenge Series. The new six-part windsurfing and kitesurfing competition is the first of its kind to be held on Maui. "I was really stoked to get the commission to paint the poster art for the Navman Maui Speed Challenge. The whole speed thing, lots of colors, the water, it excites me as an artist to be able to work with these elements," says Ray, a keen windsurfer himself who makes the most of living on Maui's famous North Shore. "I've been around the sport for years and it is great to be supporting this new and exciting event." Ray Masters is known worldwide for his zany, bold and unique work which can be seen hanging in galleries, corporation headquarters and the homes of the rich and famous. Over the past 20 years, he has provided artwork for more than 100 sporting events and teams. He has also designed some of the most successful clothing lines for many top sportswear houses and brands. Entertainment and sports stars including tennis legend Chris Evert and football coach Don Schuler collect his work. Ray's paintings hang in museums around the world including, the Jaguar Cars Museum in England, The Daytona USA Museum and the National Automobile Museum of Japan.

Jeff Henderson, event sponsor and owner of Hot Sails Maui, was delighted that Ray had been invited to create the poster. "Oh, it's groovy," he says. "I love it – I'm stoked we have some real art for the event." Tom Hammerton, Race Director, adds: "It's great that Ray has done the poster; it depicts how colorful and dynamic the event is. The poster has been received really well, everybody loves it for sure!"

Ray is now living his dream – a dream that would have seemed impossible to the London-born 'bloke' – a successful artist living and working in a beautiful beach house on Maui, his windsurfing gear rigged and ready to go whenever the wind is "just right". "I think the art illustrates my feelings about the sport quite well," he says. "The freedom, the speed and the colors. I hope it inspires people to come and have a go at the Speed Challenge. Like my work... I know it will be fun!"

To find out more about the life and works of Ray Masters, log on to www.raymasters.com

Dates for the Navman Maui Speed Challenge Series are July 17 and 24, August 7 and 21, and September 11 and 25, to be held from Maui's Kite Beach, near Kanaha Beach Park. Each competitor will be provided with a Sport.Tool M300 GPS unit, provided by main sponsor Navman. The competition is open to the following categories: Open Class (in which those with specialized speed sailing equipment will compete), Men, Women, Masters, Juniors, Menehune, Fun and Kite. All winners will receive product prizes and trophies, and at the final event, overall champions will be crowned.

Also lending their support to the event are Maui Custom Kats: "We are proud to provide the safety vessel for the Navman Maui Speed Challenge Series. Our 22ft power catamarans are built tough, in Hawaii, for the demanding Hawaiian seas and deliver an incredibly smooth, dry, comfortable ride.(www.mauicustomkats.com)

OFFICIAL EVENT WEBSITE: www.mauispeed.com

IMAGES FOR RELEASE:

http://www.mauispeed.com/images/DSC01692_2.jpg,
http://www.mauispeed.com/images/IMG_4442.jpg

For more information on the Navman Sport.Tool M300, visit www.navmanusa.com and www.sport-tool.com.

EVENT SPONSORS: Navman, Hot Sails Maui, Haywood Real Estate, WindsurfingClassifieds.Com, Kanaha Kai, Freestyle, Ray Masters, Waki Jaki and THE POINT, WestGroup Marketing Communications, Maui Custom Kats, Ocean 7, Maui Sports Net, Sign Solutions.

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