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ANDY MATTHIAS WINS CORONA DAIRYLAND SURF CLASSIC *Largest Gathering of Freshwater Surfers in the World* *Attended Corona Dairyland Surf Classic in Sheboygan, Wisconsin*

CHICAGO – September 2010 – On the first day of Labor Day weekend (September 4, 2010) the largest gathering of freshwater surfers in the world flocked to Sheboygan, Wisconsin – “The Malibu of the Midwest” – for the Corona Dairyland Surf Classic.

Hundreds of surfers and spectators attended the event, which began in 1988 with only 20 or so local attendees. Beach-beer brand Corona Extra has continued to support the event, with the sponsorship now in its sixth year. As part of the sponsorship, Corona awarded a 6-foot surfboard to Pro-Division Paddling contest winner Andy Matthias from Fern Park, FL. Matthias is a first-time winner of the Corona Dairyland Surf Classic. Nicholas Vandervelde of Milwaukee, WI, won the stand up paddle (SUP) competition.

Pictured left to right: Pro-Division Paddling contest winner Andy Matthias, and Lee Williams, Corona Dairyland Surf Classic Founder.

Sheboygan is considered the premiere location on Lake Michigan for freshwater surfing, as its central positioning makes it an ideal spot for wind-generated waves in the fall and winter. The Surf Classic was founded by twin brothers Larry and Lee Williams, 40-plus year veterans of freshwater surfing and lifelong residents of Sheboygan.



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