



## **OAKLEY® CEMENTS LEGACY IN SURFING THROUGH NEW PARTNERSHIP WITH THE WORLD SURF LEAGUE**

*The leader in high-performance optics will provide eyewear and personal protective equipment to staff throughout the 2021 Championship Tour*

**LOS ANGELES, Calif./USA (March 16, 2021)** – Today, the World Surf League (WSL) announces a global partnership with industry leader Oakley®. As a longtime supporter of surfing and leading brand for eyewear for surfers across the globe, Oakley will now officially take its place at the sport’s pinnacle of competition. Having previously sponsored a number of WSL events, this partnership will also support the global surfing community as the official eyewear of the WSL.

The partnership will see Oakley outfit the WSL broadcast team and staff throughout the 2021 Championship Tour, providing them with sunglasses and personal protective equipment (PPE), including Clear Collection eyewear and masks, to further extend its dedication to providing professional and everyday athletes around the world with solutions to support their performance passions and day-to-day activities.

Oakley has been a pioneer within the surf community for decades, outfitting athletes in innovative eyewear, with a focus on performance, inspired by disruptive design. By partnering with the WSL, the brand is poised to take a momentous next step in sharing its passion for sport with athletes and fans from around the world. As the WSL’s official PPE partner, Oakley is also an important part of the WSL’s robust and thorough COVID-19 health and safety plans for each event on the Championship Tour.

A number of high-caliber surfers from Team Oakley are poised to compete in 2021 on both the men’s and women’s tours, including Italo Ferreira, Julian Wilson, Jordy Smith, Griffin Colapinto, Macy Callaghan, and Sage Erickson. They will join many others vying for a title when the 2021 World Championship Tour recommences for the four-event Australian leg, kicking off in Newcastle, Australia on April 1st. The 2021 CT will also host The WSL Finals, the first one-day showdown to decide the World Champions, in Lower Trestles, California.

“Surfing has always been an integral part of our brand’s DNA,” said Caio Amato, Oakley Global Brand Director. “Teaming up with The World Surf League is an honor for us, particularly with so

many members of Team Oakley in the world championship. This is an incredible opportunity to give back to the surf community and partner with them to shape the future of Surf. We look forward to working together with the WSL in the coming months to make the 2021 Championship Tour an astounding success.”

“We are excited to welcome Oakley onboard for the 2021 Championship Tour season as our official eyewear and PPE partner,” said Cherie Cohen, WSL Chief Revenue Officer. “Together we will keep our staff safe with the appropriate PPE and eyewear, create more content for fans, and continue to support the world’s best athletes. There is no doubt, Oakley belongs on The Championship Tour.”

For more information on Oakley, please visit: [Oakley.com](http://Oakley.com). Oakley products will be available for purchase online at [WorldSurfLeague.com](http://WorldSurfLeague.com).

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**For more information, please contact:**

Suhana Spires, Global Head of PR and Culture Marketing – Oakley  
suhana.spires@luxottica.com

**About Oakley, Inc.**

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 800 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand’s sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world’s leading sports eyewear brand into apparel and accessories. Oakley has men’s and women’s product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](http://www.oakley.com).

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