Samsung re-signs Pro Surfer, Sally Fitzgibbons as AU Ambassador

Mar 01. 2016

SYDNEY, Australia, March 2016 – Samsung Electronics Australia has today announced it has re-signed Australian surfing golden-girl, Sally Fitzgibbons as a brand ambassador – as the company continues its strong association with surfing and the very best sporting talent in the country.

The partnership will see Samsung Electronics support the launch of Fitzgibbons' new fitness app, Train Like Sally, the provision of the latest Samsung technology for Fitzgibbons' home and training regimen, and a series of public appearances including Samsung product launches.

Commenting on the announcement, Philip Newton, Corporate Vice President and Chief Marketing Officer, Samsung Electronics Australia, said, "We are excited to extend our partnership with Sally Fitzgibbons as part of our mission to inspire athletes to share their passion and dedication through our technology," Mr. Newton said.

"Surfing is iconically Australian and we are proud to continue our strong association with the sport via our global sponsorship with the World Surf League, and our partnership with Sally – one of the sport's strongest athletes and personalities. Not only is Sally a gifted surfer, she is also a positive role model for aspiring young women and we're delighted to have her on board for a further term," Mr. Newton said.

World Championship surfer, Sally Fitzgibbons said she is thrilled to continue her longstanding partnership with Samsung.

"Like many Australians, innovative technology has empowered me to train smart and maximise my performance. As an athlete and World Championship contender, Samsung's technology has helped me feel at home on the sand or in the surf, whether utilising the Gear S2 smartwatch for fitness tracking, or the new smartphone Galaxy S7 that is water resistant[1] – making it a great beach companion," said Fitzgibbons.

The announcement coincides with this week's Roxy and Quiksilver Pro Championship on the Gold Coast, where Samsung, as part of its title sponsorship of the World Surf League, will host an Activation Zone showcasing some of its latest innovative technology, including:

'Wave Rider' Virtual Reality (VR) Experience – step onto the surfboard with a VR headset to experience what it's like to ride giant waves in Tahiti

Surf with Sally competition – Upload a photo throwing a Shakka and hashtag #SurfwithSally for a chance to win an all-expenses paid weekend of surfing with Sally at her favourite home breaks.[2]

Product Showcase – recently launched, Samsung Galaxy S7 smartphone, Samsung Gear S2 smartwatch, Gear VR virtual reality headset.

A major partner of the world's best surfers since 2014, Samsung Electronics will continue to develop meaningful programs that integrate its innovative technology – including its latest smartphone, the Samsung Galaxy S7 – to help enhance the athleticism, adventure and unique culture of surfing.

For more information, visit: www.samsung.com/au/galaxy-s7/

[1]Samsung Galaxy S7 and S7 edge provide ingress protection against water to a maximum of 1.5 metres for up to 30 minutes, allowing it to be certified to an IP68 rating. Refer to the Galaxy S7 user manual for more information regarding proper care and use of the device (including maintaining the water resistant performance).

[2]Terms and conditions apply.

Copyright© 1995-2018 SAMSUNG All Rights Reserved.

ABN 63 002 915 648

This website is best viewed using Internet Explorer 9, Chrome, Safari and newer browsers.