

Animal Pro Team To Compete Against Each Other At The FlowHouse Launch Party



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Animal, the freesports apparel brand is getting geared up for the launch of the first ever UK indoor FlowHouse surf centre which opens its doors to the public in June.

FlowHouse is a totally unique and custom-built facility bringing the Californian Surf Culture to the heart of England. The centrepiece of this innovative venue is a FlowRider. Created by American Tom Lochtefeld the FlowRider is a sheet wave technology that allows riders to surf on a high-energy film of water.

Animal team riders will be there at the opening to try out the new FlowRider and compete against each other in a team competition to see which pro is the master of the waves.

Animal Event manager Sonia Shaw comments: "The imminent opening of the Flowhouse is causing a lot of excitement at head office and with our Pro team riders.

"Riders from a cross section of our freeride team have been invited to show off their skills. They will compete against each other to establish which sport is the most transferable on the FlowRider. Start placing your bets on who's going to win: Johno Verity, Dom Harington, Steph Caller, Elliott Dudley, Jack Johns, Aaron Shrosbree and Becky Hammond will all be at the Flow House showing us their surfing skills."

To celebrate the launch of FlowRider, the Animal team will be decked out in the new Summer Injection range which is now available to customers on the official [Animal clothing](#) e-store. The Injection range features plenty of

summer brights and fresh graphics for men, women and children. There is also an accessory range featuring [Animal bags](#), hats and other accessories.

The online [Animal outlet](#) continues to have exclusive opportunities and competitions for its shoppers as well as free delivery, free returns on all orders and a safe, secure shopping online experience. The E-Store also stocks one of the widest selections of Animal products available in the UK including clothing, watches, bags, footwear, eyewear and accessories, as well as some great value Animal clearance products.

Animal aligns itself as a lifestyle brand based around a number of core sports including surfing, windsurfing, kitesurfing, bodyboarding, mountain biking, BMX, wakeboarding, freeskiing, snowboarding and motorcross. Animal also sponsors key events across these sports and has a team of riders ranging from youth development through to professional.

About

Animal

Established in 1987 in Poole, Dorset, Animal is one of the UK's leading freesport brands specialising in the design, marketing and retailing of freesports influenced [Animal Hoodies](#), technical clothing, footwear, luggage, eyewear, accessories and watches.

Actively involved within the freesports of surfing, snowboarding, windsurfing, kitesurfing and mountain biking, Animal sponsor high profile riders and operate a number of academies and camps giving newcomers and experienced riders the opportunity to pursue their chosen sports further.

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