

German team members Roland Pepperl (at full draw) and Axel Langweige (getting ready to shoot)



2007 Cartel Classic

Alistair Whittingham reports on Europe's first ever professional archery tournament

Photography: Chris Sainsbury

Over the past two years, European Professional Archery (www.euro-pro-archery.com), with the backing of Cartel Archery and Alternative Sporting Services, has been planning the first ever professional archery event to take place in Europe.

The Müllenborn club in the Eifel region of Germany won the bid for the event, with first-class facilities and a field course with a huge variety of challenging terrain.

The first event in what will become the Pro Archery Series used the combination of IFAA Field and Hunter rounds to produce two winners (male and female) within a professional division.

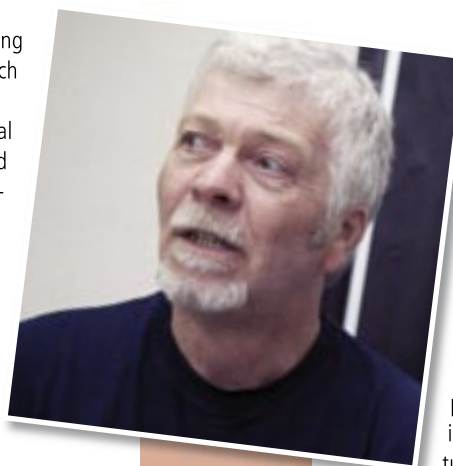
Unusually, the 12,000 prize fund was not generated by the archers' entry fee, but raised by sourcing external sponsorship. This was achieved through effective advertising and the production of online coverage never seen before within the sport, which included interesting and varied video programming combined with expert commentary and analysis. In addition, the video was coupled with a live scoreboard displaying average posi-

tions – rather like golf – giving a real-time indication of each archer's progress.

Despite the torrential rain over the practice day and most of day one of the competition which threatened to wash out proceedings, the archers and the hard-working organisers maintained high spirits, with a collective sense that this was the start of something really big in the sport of archery.

The field included multiple European and World field champions. Silke Hottecke (Germany) and Anna Laurina (Finland) finished first and second in the ladies' competition, with GB's Sam Goodwin putting in an impressive performance for third place. Sebastien Denayer (Belgium) and Rolf Hack (Germany) shot impressive scores of 550 and 539 scores respectively on the first day during the challenging IFAA Field round, finishing the competition in first and second place.

The archers won some impressive prize money too, with Denayer tak-



Steve Kendrick, the event's commentator

ing home over €3,328. Even eighth place in the Gents PMFU division won €416.

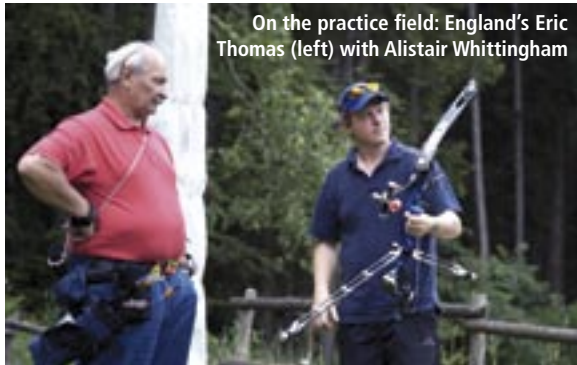
The biggest success story of the event has to be the 40,000+ videos delivered by the official website over the Saturday, Sunday and Monday period alone, giving the Pro Archery Series organisers a real opportunity to go forward selling advertising space for future events and generate even bigger prize funds.

So was this inaugural event a success? To all those taking part in the event itself, the answer has to be yes. To those watching with interest over the internet, the answer is also yes. Finally, to the organisers who saw their dream become a reality and can already see a massive potential for the future of our sport, again, the answer is most definitely yes.

Full online coverage from the 2007 Cartel Classic can be seen at www.euro-pro-archery.com.



Action from the trees



On the practice field: England's Eric Thomas (left) with Alistair Whittingham



Setting up: organiser Tim Goodwin (left) with commentator Alistair Whittingham



The stunning Müllenborn Club grounds

RESULTS:

#	Gents PMFU	Nat	Day 1	Day 2	Total	Winnings
1	Sébastien Denayer	BEL	550	546	1096	€3,328.11
2	Rolf Hack	D	540	543	1083	€1,996.86
3	Axel Langweige	D	534	546	1080	€1,331.24
4	Andreas Franzen	D	539	539	1078	€832.03
5	Dieter Josten	D	537	537	1074	€665.62
6	Roland Pepperl	D	526	541	1067	€554.68
7	Niels Pinson	BEL	518	533	1051	€475.44
8	Marco Creutz	D	509	522	1031	€416.01
9	Jeroen van Wamel	NL	506	523	1029	
10	Alfred Reetz	D	510	514	1024	
11	Wytze Kamminga	NL	502	514	1016	
12	Gert Aanen	NL	496	509	1005	
13	Markus Leuschen	D	508	488	996	
14	Rob Sukél	NL	491	490	981	
15	Philippe Prieels	BEL	465	515	980	
16	Eric Thomas	GB	294		294	
#	Ladies PFFU	Nat	Day 1	Day 2	Total	Winnings
1	Silke Höttecke	D	539	529	1068	€1,500
2	Anne Laurila	FIN	522	521	1043	€900
3	Sam Goodwin	GB	484	495	979	