



the boulders
climbing gym

1627 Stelly's Crossroad Road
Saanich, BC V8M 1S8
www.climbtheboulders.com

MEDIA RELEASE

FOR IMMEDIATE RELEASE - April 25, 2013

Boulders Climbing Gym Announces Hotel Partner for 2013 IFSC World Youth Championships

Additional Sponsors Invited to Participate at World Class Event in August

Central Saanich, BC - Board Chair Kimanda Jarzebiak is pleased to announce that Harbour Towers Hotel and Suites has come on board as a corporate sponsor for the International Federation of Sport Climbing (IFSC) World Youth Championships that will be held at The Boulders Climbing Gym in Central Saanich from August 15-19, 2013.

Harbour Towers Hotel and Suites will be the official hotel partner for the event and will be offering special rates to competitors, their families and spectators who are traveling to Victoria for the event. They will also promote the event on their website and via social media.

"We are thrilled to have secured such a high profile hotel partner for this event," said Jarzebiak. "Harbour Towers is a leader in the hospitality industry here in Victoria and is well suited to help us welcome these world class athletes and their families to the city and to help promote the event to the local community."

This will be the first time that the IFSC World Youth Championships will be hosted in North America. More than 500 athletes ages 14-19, from over 50 countries will be in attendance, along with thousands of spectators, delegates, coaches and families. The event will also garner the attention of the International Olympic Committee, as sport climbing has been short-listed as an event at the 2020 Summer Olympics. In total, more than 3,000 athletes and spectators are anticipated to attend the event.

Additional Sponsorship Opportunities Available

To help welcome the world to Victoria, the Boulders Climbing Gym would like to invite additional partners and supporters to participate in this world class event. Sponsorship opportunities are available at a range of monetary levels beginning at just \$250 and extending up to becoming a formal naming partner for the event.

Equipment sponsors are also required and food, equipment and other related vendors are invited to showcase their products and wares in "The Marketplace", a unique area adjacent to the climbing venue that



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will be a combination of a great farmer's market, food fare, climbing retailers and others with products that appeal to those in attendance at the event. Print, web and television media partners are also required.

Anyone interested in becoming a sponsor for the event, participating in the Marketplace, or becoming a media partner should contact The Boulders Chair, Kimanda Jarzebiak at 250-920-5900 or by e-mail at kimanda@ascentgr.com.

You may also follow the following links to learn more:

General Sponsorship Opportunities

<http://tinyurl.com/azjgl4n>

Marketplace Vendor Opportunities

<http://tinyurl.com/d4kbuhg>

About The Boulders Climbing Gym

The Boulders Climbing Gym is a not-for-profit society, with the mandate of making climbing accessible for everyone, regardless of ability or ability to pay. With over 13,000 square feet (1,208 square metres) of climbing space, The Boulders Climbing Gym is a community facility and a unique social enterprise, providing adaptive recreation and rehabilitation programs, youth recreational and competitive programs, as well as facilitating a climbing academy at Stelly's Secondary School. All instructors are certified by the Association of Canadian Mountain Guides. See www.climbtheboulders.com for more details.

About the International Federation of Sport Climbing (IFSC)

The International Federation of Sport Climbing (IFSC) is the international governing body for the sport of competitive climbing, which consists of the disciplines lead climbing, speed climbing, and bouldering. It was founded in Frankfurt in January of 2007 by 48 member federations, and is a continuation of the International Council for Competition Climbing, which had been in existence from 1997 to 2007 and was a part of the Union Internationale des Associations d'Alpinisme (UIAA). For more details, please visit the IFSC web page at <http://www.ifsc-climbing.org>.

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