



CLIMBING WALL ASSOCIATION, INC.

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CWA CERTIFICATION PROGRAM ANNOUNCED **Official Launch at Climbing Wall Summit**

Boulder, Colorado, 04/02/2011 – The Climbing Wall Association (CWA) is pleased to announce the launch of its Climbing Wall Instructor Certification Program at the 2011 Climbing Wall Summit.

The goal of the certification program is to establish to a voluntary set of standards for technical skills and instruction and to train instructors worldwide. The certification standards represent a consensus view of the minimum qualifications necessary for climbing wall instructors. In the hope of providing access to the greatest number of instructors possible, the program will not require certificants to maintain individual memberships in the trade association. The program was designed to be integrated into existing staff training programs and is cost effective.

The curriculum is based on the CWA's Industry Practices and the performance-based certification standards. These documents outline the basic practices by which most climbing walls operate and minimum technical skills for instructional staff.

By establishing a common baseline for training, performance and evaluation the industry can better manage the risks inherent in the sport and provide the most consistent service to its customers. A common standard of training will enhance the credibility, image and prestige of participating climbing facilities and help defend the climbing wall industry from ever increasing regulatory activity.

The program will be delivered through a network of member program providers. The program will be introduced at the Climbing Wall Summit by several CWA member providers who are some of the most experienced instructors and gym industry professionals in the country. By having providers distributed geographically around the world at CWA member facilities, the program should be easily accessible.

Programs will be offered at the request of any climbing facility, university or fitness center at their location, or at pre-scheduled and advertised dates at the host facilities of any of the program providers. A schedule of courses will be maintained on the CWA web site [HERE](http://www.climbingwallindustry.org).

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The official launch of the program will occur at the Climbing Wall Summit May 12-15, 2011 in Boulder Colorado. The courses at the summit will be taught by staff of Vertical Endeavors of Minneapolis, MN.

For more information about the CWA's certification program please visit:

www.climbingwallindustry.org/certification.php.

About the CWA

The CWA is a 501(c)(06), non-profit, industry trade association for manufacturers of climbing wall equipment, builders of climbing walls, operators of commercial climbing gyms, and others involved in the climbing gym industry. The mission of the Climbing Wall Association is to support the growth, health and independence of the climbing wall industry and to promote the sport of climbing.

Together we're stronger.

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