



CLIMBING WALL ASSOCIATION, INC. PRESS RELEASE

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CLIMBING WALL ASSOCIATION, INC. ANNOUNCES CLIMBING WALL SUMMIT AND MANAGERS' SYMPOSIUM

FIRST ANNUAL CONFERENCE IN BOULDER, CO, APRIL 12-14, 2007

Boulder, Colorado, 10/25/2006 – The Climbing Wall Association, Inc. (CWA), Leahy & Associates Inc. and Focus Communications, LLC announced the schedule for the first Climbing Wall Summit, April 12-14, 2007 to be held in Boulder, Colorado. The Climbing Wall Summit will provide the climbing community with the single most powerful, creative and productive gathering of influential leaders and strategic staff members. The Summit will bring together diverse facets of the industry to network, collaborate, learn and more effectively and readily tap into the immense potential of artificial wall climbing. The event will offer classes, clinics, and workshops, as well as structured and unstructured professional networking.

According to Bill Zimmermann, Executive Director of the CWA, the event will bring together manufacturers, equipment companies, expert faculty and practicing professionals from around the country. "Indoor climbing has grown into a legitimate sport, with organized competitions, and a diverse following. The number of manufactured walls in the US has grown significantly in the past decade, making climbing accessible to many new climbers. The driving force behind the Summit is the need for shaping the future, sharing of definitive information and sound practices" he said.

Participation in climbing on indoor and manufactured climbing walls has far surpassed outdoor climbing in both number of participants (6.7 million vs. 5.0 million) and number of outings (34 million vs. 15 million) according to the Outdoor Industry Foundation 2005 Outdoor Recreation Participation Study. According to the study, over half of artificial wall climbers (59%) are 16-24 years old and another quarter (21%) are between 25 and 34 years old, positioning the climbing wall industry to have an extraordinary influence on the youth market. The Climbing Wall Association was formed to provide support and services to climbing facility operators in North America, as well as the manufacturers of climbing walls and related climbing equipment.

The Summit will feature hands-on training workshops and in-depth sessions on business strategy, marketing, technology, and operations that can help to favorably improve organizations' bottom lines. Examples of expected topics are: Youth: the future of climbing, membership development, risk management, the CWA Industry Practices, standards of operation, climbing procedures, women's programs, climbing competitions, climbing in schools, route setting, human performance, and current regulatory issues. The Summit will also include evening activities and social opportunities for climbing, networking, and informal discussion of topics important to attendees.

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Boulder, Colorado and the zero-waste Boulder Outlook Hotel will provide the backdrop to the Climbing Wall Summit. During the event, gatherings will be held at two world class climbing facilities: The Boulder Rock Club and The Spot Bouldering Gym. Attendees will be encouraged to make it a long weekend for professional development, rejuvenation, networking and, of course, climbing.

The first day of the 2007 Summit (April 12) will offer a half-day and full-day workshops, Summit meetings and climbing activities in and around Boulder, which promise to be among the most popular and creative networking opportunities. The day's activities will be followed by the Summit's welcoming event that evening.

The second and third days (April 13-14) will offer interspersed periods of structured networking adjacent to in-depth sessions and interactive workshops concerning research and trends, marketing, partnering, operations, standards, risk management and responsible climbing wall management. Each day will be infused with special activities, entertainment and gatherings that enable fun, networking, teamwork and a look ahead at the future of climbing and the climbing wall industry.

The Summit offers numerous opportunities for industry participation. Potential sponsors are invited to contact CWA for a sponsorship prospectus and more information.

About the Climbing Wall Association, Inc. (CWA) is a 501(c)(06), non-profit, industry trade association incorporated in May of 2003. The CWA is the only trade association addressing the needs and interests of the climbing wall industry and climbing wall operators. The mission of the Climbing Wall Association is to support the development of the climbing wall industry, to promote the sport of climbing, and to advocate for the interests of our members. Contact: Bill Zimmerman.
www.climbingwallindustry.org, 720-838-8284.

About Leahy & Associates Inc. Leahy & Associates is a highly respected provider of training, installation and consulting to the Challenge Course industry and consults in the area of Corporate Teams Skills Development. Contact: Tom Leahy, tom@leahy-inc.com, 303-673-9832.

About Focus Communications, LLC. Focus Communications provides marketing, public relations and innovative brand building strategies to companies in the outdoor and adventure industries. Contact: Richard Cook, rich@climbingwallindustry.org, 970-485-0170.

Event information is available at the CWA web site:
<http://www.climbingwallindustry.org/cwmsmain.htm>.

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