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TRUBLUE Auto Belays Launches TRUBLUE 5.10 Contest

One facility to be chosen to receive 10 TRUBLUE Auto Belays for 5 Months

BOULDER, Colorado (December 13, 2011) – TRUBLUE Auto Belays announces the launch of the “TRUBLUE 5.10” contest. Climbers and facility operators can nominate their climbing gym, university climbing wall, recreation center or other climbing facility. The winning facility will receive up to ten TRUBLUE Auto Belays to use for five months. Entries can be made at www.autobelay.com/trublue-5-10 and must be received by January 15, 2012.

“The TRUBLUE 5.10 is a great opportunity for a facility to get a hands-on look at the benefits of using auto belays on their climbing wall,” said Candie Fisher, Marketing Director of TRUBLUE Auto Belays. “With the TRUBLUE, climbing wall operators see increased participation, with lower staffing costs and risk. Auto belays also benefit all levels of climbers, from the novice getting a feel for the movement to the elite climber focusing on conditioning and training.”

About TRUBLUE Auto Belays

Designed for climbers and engineered for safety, TRUBLUE is the next generation of indoor and outdoor climbing wall auto belays. Developed specifically for the climbing

industry, the TRUBLUE unit uses technology superior to prior and current auto belay devices and is the only auto belay to meet multiple international safety standards for fall safety devices. The TRUBLUE™ self-regulating magnetic braking system is the result of over four years of research, development and testing. Using an auto belay in your facility reduces

wall operating costs, attracts more climbers and makes climbing even more fun.

TRUBLUE Auto Belays is a subsidiary of [Eldorado Climbing Walls](#). One of the most established climbing wall companies in the industry, Eldorado recognized the value that the TRUBLUE unit will provide the industry. www.autobelayer.com

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