



## CLIMBING WALL ASSOCIATION PRESS RELEASE



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### FOR IMMEDIATE RELEASE

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### CWA AND AMGA ANNOUNCE CLIMBING WALL INSTRUCTOR CERTIFICATION PROGRAM

Boulder, Colorado, 2/12/2008 – The Climbing Wall Association (CWA) and the American Mountain Guides Association (AMGA) signed a Memorandum of Understanding to establish a Climbing Wall Instructor (CWI) Certification Program for climbing instructors throughout North America.

The CWA/AMGA Climbing Wall Instructor Certification Program has been piloted since April of 2007 in Colorado, Massachusetts, and North Carolina. Seven courses have run to date with more scheduled for 2008 as the program gains momentum. Over thirty students participated in the initial courses which were used to evaluate the concept of a climbing-wall-specific certification. The courses were well-received by the students and were quite successful. The first course to train future CWI providers will be offered at the 2008 Climbing Wall Summit in Boulder, Colorado. The course will be taught by AMGA President and Certified Rock and Alpine Guide John Bicknell.

The program addresses the basic technical skills necessary to manage an instructional program at a climbing facility. The course covers general topic areas such as: client orientation and instruction; teaching general climbing skills including movement; teaching top-rope and lead belaying techniques; equipment and facility use; and rescue and emergency procedures.

“This joint program with the CWA will be a great addition to the programs currently offered by the AMGA,” stated Betsy Novak, Executive Director of the AMGA. “This program will provide for a definitive, nation-wide certification for climbing instructors. The AMGA is a great partner in this effort given their internationally recognized experience offering credentialing programs,” stated Bill Zimmermann, Executive Director of the CWA.

#### **About the AMGA**

For over 25 years, the American Mountain Guides Association has been dedicated to supporting the guiding community through excellence in education, standards and certification to enhance the quality of services provided to the public while serving as a resource for accessing and protecting the natural environment. As a group, the AMGA presents a strong, unified voice for high standards of the professionalism of guiding and climbing instruction in the United States. The AMGA is our nation’s sole representative to the International Federation of Mountain Guides Associations (IFMGA), the international governing body responsible for guiding standards and education around the world. For more information please visit [www.amga.com](http://www.amga.com).

#### **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 development of the climbing wall industry, to promote the sport of climbing, and to advocate for the interests of our members. The CWA offers standards for the operation of climbing walls, an insurance program for climbing facilities, standards-based training, and risk management consulting for member organizations. For more information about the CWA visit [www.climbingwallindustry.org](http://www.climbingwallindustry.org)

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