



CLIMBING WALL ASSOCIATION, INC. PRESS RELEASE

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CWA ANNOUNCES 2008 CLIMBING WALL SUMMIT DATES Call for Sponsors and Workshop Presenters

Boulder, Colorado; December 4, 2007 The Climbing Wall Association, Inc. is pleased to announce the dates and location of the 2008 Climbing Wall Summit. The dates for the conference will be May 1st through 4th, 2008. The conference will be held in Boulder, Colorado. On-line registration for the conference will open soon!

The 2008 Climbing Wall Summit will provide CWA members and the climbing community at large with an outstanding networking and professional development experience. Join us once again for the most powerful and productive gathering of influential leaders, manufacturers, climbing wall owners, managers, and staff in the field of climbing sports.

The CWA has issued a general call for workshop proposals. Proposals and information for presenters can be found here: www.climbingwallindustry.org/cwscfp_08.php. Some pre-conference workshops have already been scheduled.

The Summit will offer numerous opportunities for industry participation including sponsorships and exhibit space. Sponsors such as Entre Prises, Stratus, Nicros, Urban Climber, Rock & Ice, Climbing, Petzl USA, Trango, E-Grips, Asana, Extreme Engineering, Walltopia, Black Diamond Equipment, C.A.M.P., The Boulder Rock Club, The Spot Climbing Gym, Brendle Climbing Walls, Focus Communications, and Leahy & Associates all provided leadership and generous support for the first Climbing Wall Summit last year! A sponsor prospectus can be found at: www.climbingwallindustry.org/cwssponsors_08.php. Sponsors are invited to contact CWA for more information.

The Summit will feature hands-on classes, clinics, workshops and in-depth sessions on topics such as: research and trends, business strategy, business development, legal, marketing, operations, standards, risk management, technology, competitions, coaching climbing, human performance, route setting, workplace safety, climbing instruction, regulatory issues and other topics that will help you run a better, more informed, more profitable organization.

The first day of the 2008 Summit (May 1st) will offer a half-day and full-day in-depth workshops, meetings, and climbing activities in and around Boulder, CO. The day's activities

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will be followed by the Summit's welcoming event that evening. The second, third, and fourth days (May 2, 3, 4) will offer interspersed periods of structured networking adjacent to interactive workshops. Each day will be infused with special events, entertainment, social gatherings, and informal conversation that will offer fun, camaraderie, and a look ahead at the future of climbing and the climbing wall industry.

If you are a CWA member or you are interested in the future of climbing, you should attend! The summit is designed for owners, managers, and staff members from climbing facilities of all types: climbing gyms, recreation centers, YMCA's, colleges and universities, public schools, health clubs, camps, and youth programs. Members of the climbing industry at large should also attend: association representatives, manufacturers, distributors, competition organizers, coaches, route setters, instructors, and guides. All are welcome.

A Climbing Wall Association Event.

About the Climbing Wall Association, Inc. (CWA). The CWA is a 501(c)(06), non-profit, industry trade association incorporated in May of 2003 for manufacturers of climbing wall equipment, builders of climbing walls, operators of climbing walls, and others involved in the climbing industry. 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.

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