



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**
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IFSC PARTNERS 2017: AN INNOVATIVE PARTNER TO SUPPORT DEVELOPMENT OF SPORT CLIMBING

The IFSC is very pleased to announce that the brand new climbing holds manufacturer Force Climbing will strengthen the pool of partners supporting the development of both the IFSC and Sport Climbing.

IFSC and Force Climbing join forces

Force Climbing and the IFSC have just signed a partnership. Only recently launched, the Canadian climbing holds manufacturer is already establishing itself in the climbing industry and is now officially an IFSC Main Partner in the holds category.

Pushing the boundaries of possibility is what we as climbers all strive to achieve. Introducing 3D printing to climbing holds is an evolutionary step forward to expanding new and exciting possibilities for our sport.

"With the inclusion in Tokyo 2020 Olympic Games sport program, Sport Climbing has been recognized for its innovative, dynamic and youth assets. These values are definitely in line with the ones of our new partner and we are happy to share this journey with such an innovative brand", says IFSC Marketing and Communications Director Anne Fuynel.

In the last few years, Sport Climbing has been experiencing incredible new exposure, with a growing digital community and broadcasters increasingly attracted to our sport. This new partnership is another step towards the sustainable growth of the Sport and highlights its fast-growing attractiveness in North America.

The biggest stage

As an IFSC Main Partner, Force Climbing will be present throughout IFSC events and activities of 2017. Additionally, this promising start-up will have strong representation on IFSC social media platforms as it releases "revolutionary climbing holds."

"Force Climbing is absolutely thrilled and humbled to have partnered with the IFSC. Supporting the efforts and movements the IFSC has brought to the sport has moved and inspired us to join forces. Partnerships run deep throughout the climbing world, and with this partnership, we feel there is much that can be accomplished. Looking forward to what will come over this next year," says Terry Ziolkowski, Force Climbing President.

One step forward for the climbing community

With the addition of this new partnership, the 2017 year already looks very promising for Sport Climbing!

"We are working hard on the development of our sport and its market to give athletes the best conditions and our expanding audience a thrilling experience," says IFSC President Marco Sclaris. *"The climbing community has always been supportive and shown, once again with this new stakeholder, that we can rely on it to reach the new challenges ahead."*

