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INTERNATIONAL FEDERATION OF **SPORT CLIMBING**

[www.ifsc-climbing.org](http://www.ifsc-climbing.org)

OFFICIAL PRESS RELEASE

2018

MONDAY  
26<sup>th</sup>  
MARCH

## INTERNATIONAL FEDERATION OF SPORT CLIMBING IFSC SEARCHES FOR NEW CLIMBING PARTNERSHIP WITH MARKETING AGENCIES

The IFSC wishes to mandate leading marketing agencies exemplifying core IFSC values for the procurement and negotiation of partnership agreements throughout Europe and North America for the further development of Sport Climbing.

Since 2017, the IFSC has been working with Hakuholdo DY Group, the 2<sup>nd</sup> largest marketing agency in Japan and 11<sup>th</sup> largest in the world. Through this collaboration, the IFSC signed a partnership in 2018 with Japan Airlines Co., Ltd., the flag carrier airline of Japan.

Sport Climbing, on the Sports Programme of the Olympic Games Tokyo 2020 and the Youth Olympic Games Buenos Aires 2018, continues to grow at a rapid pace in Asia and worldwide. The climbing gym industry increased by 10 percent last year in the USA and European athletes star at every IFSC event, winning 6 season titles in Bouldering, Lead, Speed and Combined.

The IFSC produces live coverage for television and online consumption of approximately 16 international Sport Climbing [events](#) per year, 4 hours per event, in addition to distributing 26-minute monthly highlights to over 140 countries on all 5 continents. IFSC events in Austria, Canada, France, Germany, Japan and the United States have reached over a quarter of a million views on IFSC YouTube alone, and in 2017 over 1 million sessions were started on the IFSC website in Europe.

For more information, please contact IFSC Marketing and Communications Director Anne Fuynel at [anne.fuynel@ifsc-climbing.org](mailto:anne.fuynel@ifsc-climbing.org) by April 6, 2018.

IFSC Partners:



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