



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**

www.ifsc-climbing.org

OFFICIAL PRESS RELEASE

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IFSC EXTENDS ITS PARTNERSHIP WITH KAILAS: KAILAS BECOMES THE IFSC MAIN PARTNER AND IS GRANTED THE APPAREL CATEGORY

After 2 years of fruitful collaboration, Kailas, one of the leading Asian companies in the outdoor market, becomes the IFSC apparel and ropes/safety gears Main Partner

A tight collaboration to boost the growth of Sport Climbing

Since the beginning of their partnership, Kailas and the IFSC have found common shared values:

"Both Kailas and the IFSC are inspired and guided by common principles, such as preserving the environment in organizing and promoting our activities; respect and support the Olympic Values, principles and universal values carried by sport climbing: accessible, healthy and educational activity for the youth, safe, equality for men and women, Sport for All... This has led to a very fruitful collaboration in order to promote sport climbing around the world", says Anne Fuyne, IFSC Marketing & Communications Director.

Indeed, for many years Kailas has been very active in developing Sport Climbing, especially in China. They have achieved this through a series of initiatives like "China Rock Searching" and in cooperation with CMA - Chinese Mountaineering Association - the "Kailas Climbing Star of Hope" with the main goal to get the youth involved into Climbing.

Kailas has also been involved in the IFSC bid for the 2020 Olympic Games delivering uniforms and equipment during the Sports Lab at the Youth Olympic Games in Nanjing last summer.

New Perspectives

Kailas first partnership with IFSC in 2013 included ropes and safety gear. Now the partnership has moved to a wider scale. This year IFSC has signed a 4-year agreement, where Kailas becomes IFSC Main Partner in both categories: apparel and ropes & safety gear. During competitions, the IFSC Officials will exclusively wear Kailas uniforms especially produced for the 2015 Sport Climbing Season.

"We are proud to be involved in the development of Sport Climbing and along with our Partner IFSC, promote and spread our passion for climbing around the world", Kailas Int. Marketing Director- Mr. Sam Zhong



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ABOUT KAILAS

Today Kailas is widely recognized all across China as the prime brand in the manufacturing of technical climbing gear and apparel. They have grown to be China's number one company in this market.

Kailas invests heavily in research and development, focusing on new technology and materials.

As a leading brand in China, Kailas is fully dedicated to bringing young generation to this sport.

ABOUT THE IFSC

The IFSC is the international non-governmental non-profit organization recognized by the IOC that governs climbing competitions all around the world, coordinating the promotion, development and furtherance of the sport.

The last two decades have been a period of spectacular growth for both Sport Climbing and the organization.

Sport Climbing has gained credibility not only as a competitive sport, but also for its social values.

FOR MORE INFORMATION

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VIDEOS

YouTube: <http://www.youtube.com/ifscchannel>

PHOTOS

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