



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**

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OFFICIAL PRESS RELEASE

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INTERNATIONAL FEDERATION OF SPORT CLIMBING: NEW STEPS TO INCREASE THE ATHLETES' VISIBILITY

The IFSC is taking new steps to showcase the iconic male and female athletes who make the sport so thrilling and appealing to the younger generation. Changes include a new dedicated platform for athletes' profiles, new interactive profiles on the live stream and exclusive interviews of the climbers.

IFSC athletes are the beating heart of the Federation, the ones who electrify the crowds, make history and act as ambassadors of climbing worldwide. To increase their visibility, the IFSC is now developing an array of innovative online tools.

A dedicated platform for athletes' profiles

The IFSC has launched a brand new platform for athletes' profiles on its official website. Each athlete's profile includes personal information, rankings and results, videos of past competitions and social media feeds. In addition, fans now have access to the athletes' latest pictures shared on the social media directly on the new platform.

"These new athletes' profiles are a great step for the IFSC and climbing community. While I was growing as a climber, I wanted all this information on my favourite climbers and now people can have that information. I am very happy to be part of the project and hope that everyone can be inspired by what we are trying to do" says Sean McColl, Professional Athlete & IFSC Athlete Representative.

With this dedicated platform, the IFSC offers the athletes a privileged space where they can increase their visibility and showcase their talent.

A global framework to promote the athletes

This new platform is part of a larger plan to promote the athletes, in which the IFSC has overseen the launch of several initiatives to increase the visibility of the climbers.

On the IFSC Live Webcasts, interactive profiles of the climbers showing ranking information and recent performances are now appearing on screen during Semi-Finals. These, along with the full profiles that introduce each finalist, allow viewers to get more information about the climbers on the IFSC live stream than anytime before.

Additionally, the IFSC has started producing exclusive interviews of the top-ranked athletes, in which they share about their training routines, hobbies, their advice to the upcoming generation of climbers, and much more.

"Thanks to this global framework, IFSC climbers are now able to engage with the climbing community like never before. This is the perfect opportunity for fans to find all the up-to-date information about the very bests in the sport, and to gain a rare insight into their daily lives" says Anne Fuyne, IFSC Marketing & Communications Director.

This new framework offers fans unprecedented access to the climbers, and it will make the upcoming IFSC World Cups all the more exciting for athletes and fans.



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VIDEOS

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

PHOTOS

For a selection of photos available shortly after each event, please visit the Photo Gallery on www.ifsc-climbing.org

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