



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**

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OFFICIAL PRESS RELEASE

2015
THURSDAY
11TH
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INTERNATIONAL FEDERATION OF SPORT CLIMBING: IFSC AND EPIC TV PARTNER TO PRODUCE MONTHLY CLIMBING SHOWS

The International Federation of Sport Climbing and Epic TV have partnered to produce monthly climbing shows, in a deal brokered by IFSC's media consultant, Lausanne-based Broadreach Media.

As part of a continuous effort to promote sport climbing and appeal to a broader audience worldwide, the IFSC has started co-producing a monthly web series documenting the 2015 IFSC competition season.

The series of 6 shows will run from June to November 2015, and it will be co-distributed by Broadreach Media.

An innovative format

The IFSC holds approximately 20 World Cups each May to November, across sport climbing's three disciplines of Lead, bouldering and Speed, plus other events such as the World Youth Championships or the European Championship that was held in Innsbruck last May.

The 26-minute, monthly show will feature highlights taken from the IFSC competitions held in 2015. The series will include exclusive behind-the-scenes content, offering fans a rare insight into the day of a competitor during a major international event.

Epic TV will complete this material with images of the sport stars away from the competition, for example interviews or training videos of the athletes.

Augmenting the competition experience

This web series is meant to augment the competition experience for the online climbing community.

"As home to the best, original, extreme sports web series online, this tie-in with the IFSC will bring our viewers even closer to the action and behind-the-scenes content at IFSC's World Cup Series", says Alan Sim, Executive Producer at Epic TV.

Reaching for a broader audience

"The highlight Format will bring broadcast of IFSC events to new territories and enhance the visibility of our athletes and values. Sport climbing is a healthy sport, favored by the youngsters but that can be practiced all life long", says Anne Fuynel, IFSC Director of Marketing & Communications.



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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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