



INTERNATIONAL FEDERATION OF SPORT CLIMBING

# IFSC LAUNCHES #CLIMBERSFORPEACE CAMPAIGN TO SUPPORT PEACE AND SPORT

PRESS RELEASE 2021/05

Torino - 19 March 2021

Every year on April 6 the Olympic Movement celebrates the International Day of Sport for Development and Peace, an annual acknowledgment of the power of sport to drive social change, foster community development and promote peace.

After successfully engaging with the climbing community over the past few years, the International Federation of Sport Climbing (IFSC) decided to go for something [bigger and better](#) in 2021, teaming up with Peace and Sport to launch and promote a crowdfunding campaign in support of the organisation's development projects.

Starting today, climbers from all over the world are invited to take part in the challenge - to perform as many one-handed pull-ups as possible while holding a white card, the symbol for peace and sport, in their free hand. They are then encouraged to post their videos on social media and promote the fundraising drive.

Content will be published on Facebook, Instagram Stories and Twitter using the hashtags #ClimbersForPeace and #WhiteCard. The initiative will also be promoted on the [Climbing Life Facebook page](#), a platform launched in 2014 by IFSC Honorary Member Dr Paola Gigliotti.

Crowdfunding for the campaign will be open until April 6 on the Peace and Sport website: [peace-sport.org/climbers-for-peace](https://peace-sport.org/climbers-for-peace).

The IFSC will coordinate a promotional plan involving its athletes, Member Federations and partners to give the challenge as much visibility as possible. The amount raised will also be communicated on April 6.

## For more information:

Marco VETTORETTI, IFSC Head of Communications  
[marco.vettoretti@ifsc-climbing.org](mailto:marco.vettoretti@ifsc-climbing.org) | +39 371 4155701

