

Press Release

**UIAA enters into strategic partnerships with RedFox, Zamberlan**

The UIAA's Ice Climbing World Cup, the world's premiere ice climbing competition series, kicks off in January with two new sponsors.

Russian mountaineering clothing and equipment company RedFox and Italian footwear maker Zamberlan will be Presenting Sponsors for the UIAA Ice Climbing World Cup 2010 competition circuit. The first event will take place in Kirov, Russia from January 7 to 9.

The partnerships between UIAA and RedFox and Zamberlan come at a time when competitive ice climbing is poised to draw attention on a worldwide stage.

The UIAA, in its commitment to developing the sport, plans to expand the circuit with the intention of showcasing ice climbing competitions in Sochi, Russia at the same time as the 2014 Winter Olympics. Discussions with the Sochi Olympic Organising Committee have indicated that ice climbing competitions could be welcome as part of the "Live Events" being planned for the general public.

Ultimately, the UIAA is working toward ice climbing's inclusion in the Winter Olympics.

The support of RedFox and Zamberlan will help the UIAA toward that goal as continues its promotion of competitive ice climbing. For the two companies, sponsorship will provide them great visibility in new markets at the most prestigious competitions in the sport.

While the first known ice climbing event occurred in 1912, the Ice Climbing World Cup launched in 2000.

World Cup events generally include speed and lead competitions. In speed, athletes race up an ice face for the best time. In lead competitions the climbers' ability to master a difficult route in a given time is tested.

Both companies will provide a gift for every participant at this winter's competitions, which draw about 150 athletes each.

Started covertly during the nation's communist days, RedFox is now Russia's premiere outdoor clothing and equipment brand, making everything from high-tech mountaineering pants to sleeping bags of Russian goose down. The company also provides support for the Russian Mountaineering Championships, training of mountain rescuers and instructors, and backing of expeditions and ascents.

Zamberlan is a family business that started in 1929. Today it remains in family hands, but its products are sold in more than of 40 countries and export sales are far more than 90 percent of its total business. The company has also backed expeditions and ascents.

The UIAA, with more than 82 member organisations in 57 countries, represents more than 1 million people worldwide. It's the International Olympic Committee's recognised international federation for mountaineering and natural surface climbing.

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