

September 17-18, 2016

**2016 UIAA Respect the Mountains**

Piatra Craiului National Park, Carpathians, Romania

**UIAA RESPECT THE MOUNTAINS – ROMANIA**

***Spend a morning making a positive difference to the future of the environment and an afternoon enjoying the area's natural beauty by volunteering at the family-friendly UIAA and KEEN Respect the Mountains clean-up event in the Piatra Craiului National Park.***

The UIAA Respect the Mountains series, partnered by KEEN, will take place throughout the summer of 2016, with nine events held across eight countries in some of Europe's most popular and beautiful mountain tourist destinations - from the lush green valleys of North Wales to the alluring, vibrant Black Forest to sun-kissed Tenerife and the imposing might of Mount Kazbek. With over 100 million visitors travelling to these areas each year, the environmental impact is considerable and the need to raise awareness about mountain protection greater than ever.

**Romania will host one of the UIAA Respect the Mountains events, with Piatra Craiului (Prince's Stone) National Park located in the Southern Carpathians in Romania providing the setting on the weekend of 17-18 September.**

All of the events unite clean-up initiatives, adventure and a chance for volunteers to share their appreciation of mountains. This is a genuine 'grass roots' concept welcoming all types of mountain visitors – tourists, local volunteers, sport enthusiasts and businesses to come together and foster their own mountain community. The event programmes are designed for all ages and



a wide demographic, with an emphasis on team spirit and a mutual appreciation of mountains.

Throughout the 2016 series, the UIAA and KEEN will promote the '7 Ways to Respect the Mountains'. These are: *book smart, travel wise, support sustainable practices, be a respectful mountain tourist, leave no trace, Reduce, Reuse, Recycle & Upcycle (RRRU) and spread the word*. At each event, one of these rules will form part of the core message.

The programme in Piatra Craiului takes place over two days. Day 1, Saturday 17 September is concentrated on the area clean-up operation while the following day will be dedicated to outdoor activities.

Following a morning debriefing on Saturday 17 September, volunteers will be distributed in groups across the Piatra Craiului mountain range, coordinated by professional Romanian mountain guides. Their aim is to collect garbage along the main paths leading to seven mountain shelters and their close surroundings. All these shelters are on the marked (hiking) trails in the Piatra Craiului mountains, but are more or less isolated (few hours walking from the main road) and are heavily used during summer season.

In the evening, a dinner will be organized and volunteers will sleep in the base tent.

On Sunday, volunteers will be split into small groups, according to their own preferences, to discover the beauty of Piatra Craiului Mountains. On offer are several outdoor activities including mountain hiking for adults and families, rock climbing, mountain biking and mountain trail running.

Throughout the weekend, participants will need a *keen* eye as the volunteer discovering the most original piece of garbage will be awarded a prize from the KEEN product range.



The event is organized by [AECO](#) (Outdoor Educational and Cultural Association) in partnership with:

- Administration of Piatra Craiului National Park and
- Romanian Society of Mountain Guides and International Mountain Leaders (SGLM), professional body international affiliated

### **Further Reading:**

[theuiaa.org/uiaarespectthemountains.html](http://theuiaa.org/uiaarespectthemountains.html)

[keenfootwear.com/respectthemountains](http://keenfootwear.com/respectthemountains)

The official hashtag for the project is #respectthemountains

## **PROGRAMME DETAILS**

Getting there:

by plane:

- Bucharest international airport "Henri Coandă", 2h away by car (train);
- Sibiu International Airport, also 2h by car (train);

By train:

- Wien – Bucharest (crossing Hungary), till Braşov railway station.
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## **PROPOSED SCHEDULE**

**Day 1 (17 September)** - Cleaning Day.

After a common early meeting, our designed teams will spread out in Piatra Craiului Mountains, along the ways to the shelters. In a coordinated way, they will evacuate the garbage from the mountain to some special places to be picked up by the local administration. The whole activity will end at a certain hour.



Doing so, everybody will have enough time to walk back to the base (main tent) of the event.

In the evening, after dinner we will have a special meeting for discussions and feedback.

## **Day 2 (18 September) – Outdoor Activities Day**

Our volunteers will be split once again in smaller groups, according to their own options, to discover the beauties of Piatra Craiului Mountains.

Our offer will be some outdoor activities of the following:

Mountain hiking for adults and families

Rock climbing

Mountain biking

Mountain trail running

### Equipment Required

- Robust, comfortable footwear is recommended (even better if a pair of KEENs...)
- Drinking water
- Sunscreen
- All weather jacket
- Cleaning equipment will be provided by the UIAA and the local organiser.
- Please note children must be accompanied by a responsible adult.

### Local Partner

AECO, Mr. Marian Anghel: [mari\\_anghel@yahoo.com](mailto:mari_anghel@yahoo.com)



## **MEDIA ENQUIRIES**

Media wishing to obtain further information about the event are invited to contact:

### **UIAA**

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### **KEEN**

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### **About the UIAA**

The UIAA was founded in 1932 and has 82 member associations in 58 countries representing about 3 million climbers and mountaineers. The organization's mission is to promote the growth and protection of climbing and mountaineering worldwide, advance safe and ethical mountain practices and promote responsible access, culture and environmental protection.

The organization operates through the work of its commissions which make recommendations, set policy and advocate on behalf of the climbing and mountaineering community. The UIAA is recognized by the International Olympic Committee.

[www.theuiaa.org](http://www.theuiaa.org), [www.facebook.com/theuiaa](https://www.facebook.com/theuiaa) <https://twitter.com/UIAAmountains> <https://www.instagram.com/uiaamountains/>

**About KEEN** Inspired by a love of the outdoors, KEEN Inc. manufacturer of hybrid outdoor and casual products, including footwear, bags and socks, is



dedicated to creating quality products that support the lifestyles and outdoor adventures of active people around the world. KEEN products can be found online and through more than 5,000 retail locations in more than 60 countries, as well as in KEEN Garage retail stores in Portland, Palo Alto, Tokyo, Prague and Toronto, where fans can enjoy the branded experience. The company operations and culture reflect a stand-out commitment to building a strong community and a healthier planet so that all can create, play, care. Learn more at:

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