

August 19-20, 2016

**2016 UIAA Respect the Mountains**

Mount Kazbek, Russia

**UIAA RESPECT THE MOUNTAINS – RUSSIA**

***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 on Mount Kazbek.***

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.

**Russia will host one of the UIAA Respect the Mountains events, with Mount Kazbek base camp providing the setting on 19-20 August.**

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 Russia will take place over two days. Friday 19 August will be spent travelling to the venue from Vladikavkaz, setting up camp and the first part of the waste clean-up of Mount Kazbek base camp. The following day, after sleeping at base camp, will witness the second part of the rubbish collection followed by a BBQ and activities ranging from trekking to glacier walking to top-rope ice climbing. Participants will then return by bus to Vladikavkaz.

Throughout the two days, 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 in conjunction with the [Russian Mountaineering Federation](#).

**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

### Times

#### **Friday 19 August**

10:30 Meeting Shtyba Square in Vladikavkaz

11:00 -13:00 Transfer of participants in the Karmadon gorge and the procedure of admissions to the valley.

13:00 – 18:00 Trekking to the base camp

19:00 Dinner

#### **Saturday 20 August**

08:00 – 09:00 Breakfast

09:00 – 12:00 Cleaning the territory

12:00 – 13:00 Supper

13:00 – 16:00 Activities

16:00 – 17:00 (BBQ)

17:00 – 20:00 Trekking back with the waste

20:00 – 22:00 Transfer of participants to Vladikavkaz

### 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

Russian Mountaineering Federation,  
Mr. Roman Bryk: [romabryk@mail.ru](mailto:romabryk@mail.ru)

## **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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