

## THE IFSC CONNECTS WITH SPORT CLIMBERS WORLDWIDE

Through the launch of its new website, the International Federation of Sport Climbing once again reaches new heights by digitizing all communications and increasing live coverage of sport climbing events.

The IFSC is launching a new website dedicated to supporting the growth and promotion of sport climbing and international competition all around the world: [www.ifsc-climbing.org](http://www.ifsc-climbing.org).

With an original design, "The new IFSC website will be the cornerstone of our digital communications strategy and a huge asset for all of our stakeholders. We would like to offer them a new experience that focuses on interactivity and visual content. Today's climbing community is primarily made up of young people, a significant user-group of new technologies. We are willing to adapt our communications tools for our worldwide targets", says Anne Fuynel, IFSC Director of Marketing & Communications.

### **A new digital experience for climbers all around the world**

Navigation has been completely redesigned in order to be more intuitive and efficient, providing access to the website's large volume of information in just a few clicks. IFSC-climbing.org is about to become a "favorite" tool for athletes, member federations and all climbing enthusiasts to remain well-informed as well as to gain quick and easy access to all information related to competition rules and updates.

Moreover, the new IFSC website will be more ergonomic and interactive providing visitors with access to all competition related news such as latest results, rankings, event follow-ups, photo galleries and the replay and highlight videos for all international events!

### **A website designed to seduce the young community**

This trend setting website is part of an overall plan to make the sport and related events totally in-line with its young and connected community. The IFSC Facebook, Twitter and LinkedIn pages have already experienced fast growth and a high level of commitment from fans: more than 5,300 people have already subscribed to the IFSC YouTube channel.

For the 2013 climbing season, the IFSC will continue to do live webcasting for most of its events. You will be able to follow IFSC World Competitions directly via the IFSC-climbing.org homepage, either from your computer, your iPhone or smartphone, or your iPad or tablet... anywhere in the world.

The IFSC has decided to invest in designing a responsive website. This latest technology will make IFSC-climbing.org totally adaptable to all communications tools (especially smartphones and tablets), ensuring fluid navigation without losing any information from the original website.

OFFICIAL PRESS RELEASE

2013  
THURSDAY  
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MARCH



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ENTREPRISES

## INTERNATIONAL FEDERATION OF SPORT CLIMBING

### One more step to promote sport climbing worldwide

"Thanks to this new portal, the IFSC hopes to provide sport climbing with a boost in growth. Today sport climbing already represents a large international climbing community with 25 million people who climb on a regular basis; they are part of the 250 million outdoor enthusiasts worldwide. We benefit from a fast growing community where every day 3,000 people climb for the first time. In addition, the climbing community has a unique demographic: climbers are young (39% are under 18) but continue climbing through their sixties and even beyond; the proportion of female climbers is also high when compared to other sports (38% vs. the average 31%).

Last but not least, the IFSC website will provide a new showcase for sport climbing, which is short-listed for the 2020 Olympic Games. The IOC is eager to revamp the Games' sports program in an effort to attract younger fans and sponsors, and the IFSC's new website has to present an attractive, dynamic and reliable showcase of sport climbing, events, athletes and national federations", wishes to clarify Anne Fuynel.

IFSC-climbing.org is offering a new experience for anyone who is interested in sport climbing... whether a long-time enthusiast or new to the sport!

### \_ABOUT



## INTERNATIONAL FEDERATION OF SPORT CLIMBING

The IFSC is a young international federation: created on January 27, 2007, it represents the continuation of the International Council for Competition Climbing that was originally found in 1997. The IFSC is recognized by the IOC, is member of ARISE, SportAccord and the IWGA.

The IFSC is a non-profit non-governmental international organization whose purpose is of international interest.

The principal roles of the IFSC are to oversee, regulate, promote, grow, and maintain climbing competitions on a worldwide basis.

The IFSC fosters links, networks, and friendly relationships among its members, their climbers, and all officials.

[READ MORE](#)

[www.ifsc-climbing.org/about-ifsc](http://www.ifsc-climbing.org/about-ifsc)

### \_FOR MORE INFORMATION

to request archive photos and footage, please contact the IFSC Media Relations Team:

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#### \_VIDEOS

YouTube: [www.youtube.com/ifscchannel](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](http://www.ifsc-climbing.org)

#### \_SOCIAL MEDIA

Stay connected to latest IFSC and Sport Climbing updates, please follow us on **Twitter**, **Facebook** and **Linked'In**.