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Petzl and Arc'teryx Take RocTrip to Squamish, BC

CLEARFIELD, Utah (April 4, 2004) – **Petzl**, a leading manufacturer of innovative climbing gear and headlamps, together with **Arc'teryx**, designers and manufacturers of technical outerwear, backpacks, and climbing harnesses, today announced that they will be bringing **RocTrip** to Squamish, British Columbia from June 24 to 26.

This gathering, the third event of its kind in North America, brings some of world's best climbers and the climbing public together to celebrate climbing in a fun, laid-back atmosphere while raising money for local climbing area conservation efforts. Rock climbing contests, a Bouldering Fest, movies, slide shows and parties are just a few of the planned events. The Petzl and Arc'teryx climbing teams will be attending in full force, with athletes coming from all over Europe and North America.

A key component of RocTrip is conservation. This year's event features a trail clean-up and other activities to raise awareness of local conservation issues. Money raised from the event will go directly to the **Climbers' Access Society of British Columbia**, a non-profit organization whose purpose is to support public access to and conservation of the cliffs and mountains of B.C.

Scheduled events for this year's RocTrip include:

- Trail Maintenance
- The Ultimate Route Contest (Elite and Open Categories)
- Bouldering Fest
- Technical clinics taught by some of the best climbers in the world
- Dyno Comp
- Trade Fair
- Slide shows with Timmy O'Neill and Scott Milton
- Food, drinks and music by DJ Lafouche

Not far from Vancouver, Squamish is home to some of the best rock climbing and bouldering in North America. With thousands of boulder problems and climbing routes, Squamish was the obvious choice for this summer's RocTrip – everyone from beginner to elite climber will find something to like. The town of Squamish welcomes climbers and offers all the amenities climbers may need. In addition to the great climbing, there is plenty mountain biking, hiking, kayaking and windsurfing.

Sponsors for RocTrip include: **La Sportiva, Prana, Climbing Magazine, Entreprises, Howe Sound Inn & Brewing Company and New England Ropes.**

Other contributors include: the Municipality of Squamish, the Canadian Forest Service, BC Ministry of Forests, BC Parks, Land & Water BC, Valhalla Pure Outfitters, Squamish Oceanfront Development Corporation and Starbucks.

For reports, photos and movies from previous RocTrips in Europe and the US, check out the 'News' section of the Petzl website: <http://www.petzl.com/petzl/SportNews>.

For more RocTrip details, sign-up information and updates, log on to www.petzl.com/rocktripbc.

Petzl America is the U.S. division of Petzl, headquartered in France. For over 50 years, Petzl has been developing innovative tools and techniques used by those entering the vertical world. Today, the Petzl brand is closely associated with adventure, exploration, rescue, and many notable exploits in the worlds of rock climbing and alpinism. For more information, log on to www.petzl.com.

*Born in Vancouver, B.C. 15 years ago, **ARC'TERYX Equipment Inc.** has gained international recognition as the undisputed leader of mountaineering and climbing equipment for the design, innovation and construction of its technical outerwear, backpacks and harnesses. www.arcteryx.com*

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