



NEVER STOP EXPLORING™

Get Your Fingers Ready For The North Face® Kalymnos Climbing Festival

Pre-Registration Now Open For Pro & Am, Team & Individual, Male & Female Climbers

For immediate release. Lugano, Switzerland, May 14th, 2012: The North Face®, the world's premier supplier of authentic, innovative and technically advanced outdoor apparel, equipment and footwear, declares pre-registration open for climbers to participate in the inaugural The North Face Kalymnos Climbing Festival in Greece, 28th-30th September, 2012.

Open to climbers of all levels, The North Face Kalymnos Festival comprises three contests - OPEN Marathon, BIG Marathon, and the PROJECT competition. The PROJECT competition is set on a virgin crag, and is based on 8 technically difficult routes specially bolted for the event. The €10,000 prize money will be divided by the number of successful repetitions on each route.

Taking place on existing sectors, the OPEN Marathon is built for teams of two, with male, female and mixed categories. All routes have a minimum difficulty level of 5a to maximum of 7a (according to the French grading system). Scoring is based on team performance. BIG Marathon, also for teams of two, with male, female and mixed categories, and scored overall, expose routes with a minimum difficulty level of 7a+ to a maximum of 8a (according to the French grading system). Prizes consist of The North Face products with a total value of €5,000.

Pre-register now to secure your entry and exclusive The North Face goody bag (first-come-first-served basis only) on: www.thenorthfacejournal.com/category/kalymnos.

The North Face Kalymnos Festival Schedule

Wednesday, 26th September 2012

11am-10pm OPEN Marathon and BIG Marathon Official Registration

Thursday, 27th September 2012

7am-3pm: PROject Competition Warm-up

11am-10pm: OPEN Marathon and BIG Marathon Official Registration

5.00pm: The North Face Kalymnos Climbing Festival Official Opening

Friday, 28th September 2012

7am-5pm: PROject Competition

8am-9am: OPEN Marathon and BIG Marathon Official Registration

9.00am: OPEN Marathon and BIG Marathon – Day1

9.30pm: Seaside Story Teller's Night. Exploration and adventure stories with The North Face athletes and guests

Saturday, 29th September 2012

7am-5pm: PROject Competition

9am-5pm: OPEN Marathon and BIG Marathon – Day2

8.30pm-10.30pm: Greek Dinner with local food and traditional music

10.30pm: Beach party with live DJ set

Sunday, 30th September 2012

10am-4pm: Chill-out climbing with The North Face athletes

6.30pm: Prize Giving

www.thenorthfacejournal.com/category/kalymnos

facebook: <http://facebook.com/thenorthface.europe>

twitter: <http://twitter.com/TheNorthFaceEU>



NEVER STOP EXPLORING™

###

About The North Face®

The North Face®, a division of VF Outdoor, Inc., was founded in 1968. Headquartered in San Leandro, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snow-sport athletes, endurance athletes, and explorers. The company's products are sold in specialty mountaineering, backpacking, running, and snow-sport retailers, premium-sporting goods retailers and major outdoor specialty retail chains. Additional information about The North Face® can be found on the company's website, www.thenorthface.com.

Press Contact:

Wendy Woo / Brand Communications Manager EMEA The North Face®
VF International SAGL, Via Senago 42/E, 6912 Pazzallo, Lugano, Switzerland
wendy_woo@vfc.com +41 (0)91 960 9890

