

FOR IMMEDIATE RELEASE

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Eighth Annual HERA Ovarian Cancer Climb4Life Salt Lake City Slated for September 17 to 20
Registration now under way for fundraising event

CARBONDALE, COLO. (April 16, 2009) Registration is under way for the Eighth Annual HERA Foundation Climb4Life Salt Lake City, held September 17 to 20. Registration for the four-day ovarian cancer fundraiser is open to women, men and children at www.herafoundation.org/SLC. The event is presented and hosted by Black Diamond Climbing Equipment, located at 2084 East 3900 South, Salt Lake City, where on-site registration and other non-climbing events are held. The \$75 registration fee includes two days of climbing with professional athletes in the canyons surrounding the city, climbing instruction for beginners by Exxum Utah, yoga classes, massages, a film festival, parties, and a goodie bag of prizes. Registration is limited to 200 people, so participants are encouraged to register early. No climbing experience is necessary.

There is a \$125 fundraising minimum to participate. Those that raise \$750 or more are entered into a coveted gear raffle. Special prizes are awarded to the top individual and team fundraisers as well as those that reach the \$2,500, \$5,000 and \$10,000 levels. For more information visit www.herafoundation.org or email info@herafoundation.org.

From 1994 to 2004, roughly 825 Utah women died of ovarian cancer, making it the state's leading cause of female genital-related cancer death. ¹ According to the American Cancer Society, one in 71 women will be diagnosed with ovarian cancer this year. With early detection, more than 90 percent will survive. Currently, only 24 percent of ovarian cancer is caught early. ² Last year's Climb4Life event raised over \$100,000 for HERA's ovarian cancer research grant program and awareness initiative. Funds, which are raised through corporate sponsorships and participant fundraising, also support two Utah-based organizations: Woman2Woman, a community based support group and the Utah Ovarian Cancer Care Initiative.

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¹ *Utah Department of Health, Ovarian Cancer Fact Sheet*

² *2008 American Cancer Society*

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The HERA Foundation provides participants with fundraising tools, including sample letters and the ability to create fundraising web pages on the non-profit's Kintera Web site.

President/CEO of Black Diamond Climbing Equipment, Peter Metcalf, says, "To be the host of the event is an honor we look forward to each year. I think everyone leaves here more empowered in the ability to make a difference in their own lives and the lives of others."

Climb4Life Event Schedule

Thursday, September 17

Check-in/registration

3:00 p.m. – 6:00 p.m.

Black Diamond Climbing Equipment
2084 E 3900 South

West side parking lot

Hang Time Party

6:30 p.m. – 8:30 p.m.

Location TBD

Mix and mingle for participants including free appetizers and cash bar.

Friday, September 18

Yoga

7:30 a.m. – 8:30 a.m.

Black Diamond Climbing Equipment
2084 E 3900 South

Late check-in/registration

8:00 a.m. – 10 a.m.

Black Diamond Climbing Equipment
Coffee and tea available

Group/Pro Meeting

9:00 a.m.

Black Diamond Climbing Equipment

Climbing

9:30 a.m. – 3:00 p.m.

Rock climbing in American Fork, Little Cottonwood and Big Cottonwood canyons

Massage

3:30 p.m. – 5:30 p.m.

Black Diamond Campus

Film Festival

7:00 p.m. – 9:30 p.m.

Location TBA

Films and presentation of HERA's Power of One and Angel awards

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Saturday, September 19

Yoga

7:30 a.m. - 8:30 a.m.

Black Diamond Climbing Equipment
2084 E 3900 South

Late check-in/registration

8:00 a.m. – 10:00 a.m.

Black Diamond Climbing Equipment
Coffee and tea available

Group/Pro Meeting

9:00 a.m.

Black Diamond Climbing Equipment

Climbing

9:30 a.m. – 3:00 p.m.

Rock climbing in American Fork, Little Cottonwood and Big Cottonwood canyons

Massage

3:30 p.m. - 5:30 p.m.

Black Diamond Campus

Restorative Yoga

4:00 p.m. – 5:00 p.m.

Black Diamond Climbing Equipment

Dinner and Dance Party

6:00 p.m. - 9:30 p.m.

Black Diamond Climbing Equipment
Dinner, dancing and music under the stars!

Sunday, September 20

Light Breakfast

9:00 a.m.

Black Diamond Climbing Equipment

Giant Gear Raffle

9:30 a.m.

Open to those that raise \$750 or more for the HERA Foundation. Must be present to win.

HERA Climb4Life Seven Summit Sponsors:

Arc'teryx, Black Diamond Climbing Equipment, BlueWater Ropes, Boulder Rock Club, Climbing Magazine, Colorado Mountain School, Evolv, FoxRiver, Guyot Designs, Liberty Heights Fresh, MadRock Climbing, Montrail (Visionary Sponsor), Mountain Hardwear, Omega Pacific, Patagonia, Petzl, prAna, REI, Rock & Ice, Sea to Summit, SMC, Stonewear Designs, Trail Runner Magazine, The North Face, Utah Mountain Adventures and Women's Adventure Magazine.

About the HERA Foundation

The HERA Foundation is a registered 501 (c) 3, whose mission is to stop the loss of women and girls ovarian cancer by empowering women to take control of their health, empowering the medical community to find new directions in ovarian cancer research and empowering communities to provide support. HERA is an acronym for Health, Empowerment, Research and Awareness. For more information, visit www.herafoundation.org.