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**Contact(s):**

Stephanie Forte, 702.898.2547, [sforte@fortecreativemedia.com](mailto:sforte@fortecreativemedia.com)

Rhonda Krafchin, 571.522.6568, [rkrafchin@rei.com](mailto:rkrafchin@rei.com)



**Fifth Annual HERA Climb4Life Metro DC Scheduled for March 13 – 21**

REI and Sportrock Climbing Centers present the ovarian cancer fundraiser benefitting the HERA Foundation

**DENVER, COLO. (January 25, 2010)** The 5<sup>th</sup> Annual HERA Climb4Life Metro DC, an ovarian cancer fundraiser benefitting the HERA Women’s Cancer Foundation, is planned for March 13 – 21 at several sites in the Washington DC area. The event that features a series of instructional rock-climbing clinics, along with yoga classes and parties, attracted more than 450 participants in 2009 and raised more than \$60,000. HERA (Health, Empowerment, Research and Awareness) raises funds for ovarian cancer research and awareness, in an effort to save the lives of mothers, daughters, sisters, grandmothers, aunts, wives, partners, and girlfriends from ovarian cancer. Sponsors for the HERA Climb4Life Metro DC are REI, Sportrock Climbing Centers in Alexandria and Sterling, Va., and Dancing Mind Yoga Studio, located in Falls Church, Va.

“REI is thrilled to be partnering with Sportrock Climbing Centers to support the HERA Foundation’s fight against ovarian cancer. Both companies promote healthy, outdoor living and the HERA Climb4Life enables us to reach out beyond the outdoor industry and have a profound impact on women’s health,” says Rhonda Krafchin, REI outreach specialist, who along with Lillian Chao-Quinlan, Sportrock Climbing Center’s president, has been spearheading the HERA Climb4Life Metro DC since its inception in 2006.

“We are excited to be back this year,” says Chao-Quinlan. “Sportrock had huge participation from both climbers and non-climbers in 2009, and we feel confident that this year’s event is going to be bigger and better.”

The HERA Climb4Life is open to women, men and children of all ages. No climbing or yoga experience is necessary (see special event schedule below). Registration, which opens January 20 at [www.herafoundation.org](http://www.herafoundation.org), is \$30 per person and includes a goodie bag, clinics with professional climbers, a slide show presentation hosted by special guest pro-climber, discounts on classes and memberships at Sportrock Climbing Centers and REI Outdoor School, unlimited yoga at Dancing Mind Yoga and four days of free climbing at Sportrock Climbing Centers (two days per location.) All discounted and free activities are available March 14 – 21, 2010.

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## **5<sup>th</sup> Annual HERA Climb4Life Metro DC - 2**

Participants in HERA Climb4Life conduct personal fundraising campaigns prior to the event, and those who raise a minimum of \$150 are entered into a drawing featuring thousands of dollars in outdoor gear. Special prize packages are awarded to the top three individual fundraisers. The HERA Foundation provides participants with fund-raising tools. More information is available at [www.herafoundation.org](http://www.herafoundation.org).

“The HERA Climb4Life Metro DC is an important event for us this year,” added Danni Lederman, HERA Foundation’s executive director. “One of our goals is to raise awareness and educate the public about ovarian cancer signs and symptoms. And a great way to achieve that is through outreach at events like the HERA Climb4Life event series.”

This event provides a platform to talk about what HERA and other organizations in the ovarian cancer community are doing to help save women’s lives and change the statistics around this disease.”

### **5<sup>th</sup> Annual HERA Climb4Life Metro DC Schedule of Special Events:**

#### **Saturday, March 13**

##### **Vinyasa Power Flow Yoga**

**Location:** Dancing Mind Yoga (929 W. Broad St. Falls Church, Va., (703) 237-YOGA)

All levels are welcome. Please pre-register; no drop-ins.

**Times:** 9:30 a.m., 4 p.m.

##### **Basic Climbing Skills Class**

**Location:** Sportrock Climbing Center (Sterling and Alexandria locations) [www.sportrock.com](http://www.sportrock.com)

New to climbing? Join this intro class. Please pre-register; no drop-ins.

**Times:** Noon, 2:00 p.m. – 4:00 p.m.

##### **HERA Climb4Life Kick-Off Party, Registration Packet & Goodie Bag Pick-up**

**Location:** REI, Fairfax (11950 Grand Commons Ave., Fairfax, VA (571) 522-6568)

(After March 13, goodie bags will be available at REI Fairfax, REI Bailey’s Crossroads and Sportrock locations only.) Meet fellow climbers and yogis. HERA video screening followed by presentation for research scientists from Johns Hopkins University and HERA grant recipients. REI mini-clinics, a vendor expo, food, drinks and more.

**Time:** 4:00 p.m. - 8:00 p.m.

#### **Sunday, March 14**

##### **Mid-Atlantic Climbers Host Inaugural C4L Picnic**

Informal gathering at Carderock Recreation Area, Bethesda, Md. Wear warm clothing and bring your appetite for the chili-cook off. Great climbing, hiking and bird watching. Located inside the C&O Canal National Park.

[www.nps.gov/choh/panyourvisit/carderockpavilion.htm](http://www.nps.gov/choh/panyourvisit/carderockpavilion.htm)

#### **Monday March 15**

##### **Basic Climbing Skills Class**

**Location:** Sportrock Climbing Center (Both locations) [www.sportrock.com](http://www.sportrock.com)

New to climbing? Join this introductory class. Please pre-register; no drop-ins.

**Times:** 7 p.m.

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### **Saturday, March 20**

#### **Climbers' Festival and Awards Party (must be present to win)**

**Location:** Sportrock Climbing Center, Sterling (45935 Maries Road, Sterling, Va., (571) 434-ROCK (7625))

Vender expo. Slide show from a special guest pro-climber followed by an awards ceremony. Food by Noodles & Company.

**Time:** 4:00 p.m. – 8:00 p.m.

### **Sunday, March 21**

#### **Yoga Mala**

**Location: Dancing Mind Yoga** (929 W. Broad St. Falls Church, Va., (703) 237-YOGA)

Join us as we come together in spirit and energy. All levels are welcome. (Friends not with C4L can join for a \$20 donation.)

**Time:** 12:30 p.m. – 3:30 p.m.

#### **HERA Friends4Life Party**

**Location:** Piola's Restaurant, 1550 Wilson Blvd., Arlington, Va.

Eat, drink and celebrate life with fellow C4L participants. 20% off all purchases, savings goes to HERA. (Happy hour drink and appetizer prices until 8:00 p.m.)

**Time:** 5:00 – Close

#### **HERA Climb4Life Seven Summit Sponsors:**

*Arc'teryx, Black Diamond Climbing Equipment, BlueWater Ropes, Colorado Mountain School, Evolv, FoxRiver, Guyot Designs, 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, 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 to 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](http://www.herafoundation.org).*

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