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ARC'TERYX EVOLVES APPROACH TO CONSUMER EXPERIENCES, LAUNCHES FIRST ONLINE SKILLS ACADEMY

Brand to offer skill-based clinics, seminars and more during week-long 2020 Digital Climbing Academy

NORTH VANCOUVER, British Columbia, July 27, 2020 – [Arc'teryx Equipment](#), the global design company specializing in technical, high-performance apparel, outerwear and equipment, is hosting the brand's first digital consumer experience program through the launch of its 2020 Digital Climbing Academy.

Designed to provide a similar experience to an in-person Academy, the upcoming Digital Climbing Academy will serve as a space for participants to celebrate mountain culture, connect with the global climbing community, and develop technical skills in a safe and responsible way.

“With the current public health environment, hosting an in-person Climbing Academy in Squamish like we’ve done in years past wasn’t an option for us, but we still wanted to engage the community we’ve worked so hard to build over the years,” said Jurgen Watts, Director of Brand Experiences at Arc'teryx. “This new digital Academy and the clinic offerings were all thoughtfully designed to allow participants to develop mountain skills in a safe environment, while also fostering a sense of community during a time when connection has never been more important.”

The brand will offer a total of six online clinics at this year’s Academy, led by Arc'teryx athletes and ambassadors: Sport Climbing Progression with Alannah Yip, Crack Climbing with Will Stanhope, Alpine Running with Eric Carter, Backcountry Camping with Christine Feleki, Moving Faster in Alpine Terrain with Julia Niles, and Backcountry Cooking and Cocktails with Paul McSorley. All six clinics are designed to be completed indoors so participants can still stay active if being outdoors isn’t an available option.

“Participants can complete these clinics and practice the skills they’ve learned from the safety and comfort of their own homes, and when the situation allows, they can head outside and put their new skills to use,” said Reynolds.

In addition to clinics, the digital Academy will also consist of the film premiers of *As Free As Can Be* and *Makatea*, seminars and workshops hosted by the Climbing Grief Fund, and a diverse entertainment lineup. The Digital Climbing Academy will take place August 24 – 28, 2020 and is free to access, with the exception of the clinics. Each clinic will cost \$45, and will be available online for three months. Clinic registration opens on August 24.

For more information about the Arc'teryx Digital Climbing Academy, visit <https://squamish.arcteryxacademy.com/>



About Us

Arc'teryx is a global design company based in North Vancouver, Canada, specializing in technical high-performance apparel, outerwear and equipment. Our products are distributed through more than 3,000 retail locations worldwide, including over 80 branded stores. Arc'teryx is named for the Archaeopteryx Lithographica, the first reptile to develop the feather for flight.

About Arc'teryx Academies

Arc'teryx Academies are skills-focused, guide-led clinics that enable and inspire participants to engage in the sports Arc'teryx designs products for. The brand has hosted up to 1,200 people annually at the Arc'teryx Academies, which have been running for 13 years.

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