

PRESS RELEASE

International bouldercup Frankenjura 2016 in Erlangen on Saturday, July 9th

Dear friends of bouldering and climbing,

Once again and bigger than ever, bergfreunde.de and [MAMMUT](http://mammut.com) invite you to the International Bouldercup Frankenjura 2016 at one of the best bouldering gyms in Germany, the [BLOCKHELDEN](http://blockhelden.de) Erlangen.

Both the male and the female winner will be showered with a whopping 1000€ in prize money – can you imagine? 2nd place will receive 500€, 3rd place 250€, for a total of 3500€ in cash to be given to the winners. Additionally, a prize raffle with goods worth 4290€ will be taking place.

If you want to make some money or just have fun, then come to Franconia! Our second main sponsor, [MAMMUT](http://mammut.com), takes the cup up to the next level where top athletes from Franconia as well as foreign countries are expected to take part in the competition and take their place on the podium at the end of the day. Climbing icons like Lena Herrmann and Alex Megos were previous winners of the cup. “Juliane Wurm already hinted to me that she'll take part in the competition,” Nadja Zindel, operations manager of [BLOCKHELDEN](http://blockhelden.de) Erlangen, says. Side by side with the bouldering stars, everybody can join the qualifying round from 1pm to 5pm for lots of fun. [Bergfreunde.de](http://bergfreunde.de) has organized for setting to be done by route setters from [Kletterkultur](http://kletterkultur.de), who will be putting up 56 really nice and tough boulder problems.

An important supporter of the cup has always been and once again will be climbing hero Dr. Guido Köstermeyer – climbing 8c+, lecturer at the University of Erlangen, former coach of the national climbing team, former vice president of the German Alpine Association, author of the classic training book Peak Performance and training page klettertrainin.de. As chief judge, he'll make sure that the contest will be decent and fair.

Qualifiers will be even bigger this year with 56 boulders ranging from 4+ (orange) to 8b (yellow). Everyone is welcome to join this fun round and have the chance to copy the tricks of the stars of the climbing scene to get up the harder problems themselves.

An awesome contest shirt and boulder brush will be given to all competitors in addition to some other nice swag. Even with all of these goodies, the registration fee is a reasonable 18€ if you register in advance. Spectators are free to attend as every year. For your refreshment, a BBQ with German sausages and Franconian beer will take place in the Biergarten of [BLOCKHELDEN](http://blockhelden.de).

From the very first year, finals have been an exciting, high-energy show that has amazed spectators. Every year has had its moments of bewilderment; 2014, when Alex Megos managed to get through the extraordinary mantle-slide-topout while (untypically for Alex) exhaustedly puffing; or in 2015, after all attempts of boulder number 2 had failed, Lena Herrmann decided to simply replace a dynamic move with a static solution of crimping a tiny hold and somehow managing to be the only woman to reach the top. Simply following the motto: if you don't like dynos, just solve them statically. And if you can't hold slopers, simply don't use them.

We are excited about what's going to happen in finals this year. The classic three final boulders are going to be tough – that's for sure. The amazing prize money of 3500€ must be hard-earned! Jan Storath, operations manager of [BLOCKHELDEN](http://blockhelden.de) Bamberg, expects a massacre in the finals. It's rumored that some very famous star boulderers will make for an event that may outstrip every German cup so far – right in the "living room" of [BLOCKHELDEN](http://blockhelden.de).

Simon Brünner, one of the founders of [BLOCKHELDEN](http://blockhelden.de) is very happy about the second sponsor [MAMMUT](http://mammut.com). After the contest successfully started in 2013, the German Alpine Association did not

support the cup anymore and the future of the cup was unclear. A one-day event like this cost lots of money and thus, a lot of privately-run gyms refuse arranging such large contests without public funds. "We don't want to leave the Frankenjura with no real bouldercup in the region," says founder and manager Simon Herr. 2014 the BLOCKHELDEN decided to organize the cup themselves and the event was nearly canceled. Then, bergfreunde.de showed up and became the main sponsor for the event. With the additional sponsor MAMMUT, who joined in 2016, the prize money could be doubled. "We really want to show how much we appreciate the performance of the athletes," Lisa Krafft from MAMMUT says.

Totally new this year is the bouldermarket, where visitors and starters can do some shopping during the contest day. BLOCKHELDEN themselves sell high quality products from brands like E9, Nihil, Metolius, Jung, Steinwild, Prana, La Sportiva, Madrock, Ocun, Tenaya, etc. for special prices. But they also will provide tables for sellers next to the gym. Markus Bock, head of the boulderboutique of BLOCKHELDEN, knows that "climbers do have lots of great second hand stuff at home." "Wearing cloth again is sustainable, throwing them away should not be in the minds of people doing sports in and loving nature," Brünner says. Thus, everybody can bring their second hand stuff and sell it at the bouldermarket. For those who want to focus on bouldering instead of climbing, second hand items can be given to BLOCKHELDEN on July 9th, to be sold and funds donated to the charitable organization Children and medical aid Laos of Prof. Dr. Volker Schöffl, a passionate climber, member of BLOCKHELDEN, doctor of the national climbing and bouldering team, specialist for surgery, orthopedics and trauma surgery at Bamberg Hospital, and standby doctor at the International Bouldercup Frankenjura 2016.

If you want to stay in Frankenjura, which is only a 30min drive from BLOCKHELDEN Erlangen, for the weekend, you can pitch a tent next to the gym. Climbing pro Markus Bock can be asked for route tips and places to go. You can definitely look forward to having a great day at BLOCKHELDEN Erlangen with a fair but hard contest!

What?	<u>International Bouldercup Frankenjura 2016 – contest</u>	
	<u>Prize money men:</u>	<u>Prize money women:</u>
	1 st place: 1000€	1 st place: 1000€
	2 nd place: 500€	2 nd place: 500€
	3 rd place: 250€	3 rd place: 250€
	Prize raffle with goods worth 4290€ in total.	
When?	Saturday, July 9 th 2016	
	<u>Schedule:</u>	
	from 12pm Registration	
	1pm to 5pm Qualifiers	
	5:10pm Isolation closes	
	6pm to 7pm Finals	
	from 7:30pm Award ceremony of all classes and prize raffle	
Where?	<u>BLOCKHELDEN Erlangen</u> bouldering gym, Weisendorfer Str. 18, 91056 Erlangen, Germany	
Who?	Everybody – boulderers, climbers, mom, dad, kids & family, friends, enemies, students, ...	
How much?	18€ (8€ for members) if you register in advance via the link before July 8th, 12am 20€ (10€ for members) with late registration on the day of the competition July 9th including a contest shirt and a boulder brush	
Information?	http://blockhelden.de/bouldercup-16/ including the video of last year bouldercup	

Lots of thanks to the sponsors bergfreunde.de and MAMMUT, who make this contest into a glorious event for all friends of bouldering and climbing. Daily news about MAMMUT and bergfreunde.de can be accessed at <http://facebook.com/MammutDeutschland> and <https://www.facebook.com/bergfreunde>