

**For Immediate Release**

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**Numbers are Up and Rising for HERA Foundation's Climb4Life DC Metro Event  
Participation in 2009 already surpassed 2008**

**CARBONDALE, COLO. (March 6, 2009)** The economy may be down, but for the HERA Women's Cancer Foundation's DC Metro Climb4Life event, the numbers are up and rising. The month-long fundraising event kicked off Friday, February 27 at REI in Fairfax, Va. with 430 registered participants. The number of 2009 registrations has already surpasses 2008's final participation numbers and registrations are accepted throughout the month at [www.heraclimb4lifedc09.kintera.org](http://www.heraclimb4lifedc09.kintera.org). Held at Sport Rock and Earth Trek climbing gyms and sponsored by REI and Black Diamond Climbing Equipment, participants have already raised \$35,661 for ovarian cancer research and awareness and that number continues to increase. (Visit [www.herafoundation.org](http://www.herafoundation.org) for the most current numbers.) The 2008 DC Metro Climb4Life event brought in over \$58,000 by the end of the event with a total of 370 registered participants.

The opening event included appearances by professional climbers as well as this year's recipients of the HERA OSB1 Research Grant, which include: Dr. Marie-France Penet, Dr. Dan Lu and Dr. Yuan Tian, all ovarian cancer researchers from Johns Hopkins University in Baltimore, Md. Dr. Richard Roden, also from Johns Hopkins, spoke about the importance of funding ovarian cancer research.

A tribute was held for the late founder of the HERA Foundation, Sean Patrick, who passed away in January due to complications related to ovarian cancer. "Everyone shined flashlights into the sky and yelled a hello to Sean," says Lisa Carmichael, HERA's interim executive director. "It was beautiful."

The closing event will take place on March 28. For more information please visit [ww.herafoundation.org](http://ww.herafoundation.org). (See schedule of events below for the upcoming March events.)

**“Based on the success of 2008, we anticipated a great turn out, but the results so far have far exceeded our expectations,” says Rhonda Krafchin, outreach specialist at REI Fairfax, Va. She adds, “Given the current economic environment, it’s fair to say that the climbing community views HERA as an important non-profit and they are committed to helping HERA find a solution to ovarian cancer.”**

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## **HERA Metro DC Climb4Life - 2**

### **Schedule of Events:**

**March 7: 9:00 a.m.–12:00 p.m.**

***Intro to Climbing* with REI Outdoor School**

**REI, Fairfax, Va.**

**Class size is limited, and a \$10 donation to HERA is suggested. AMG-certified REI Outdoor School instructors will teach the fundamentals of rock climbing. Sign up for lottery drawing by March 4 to get into this class. Call REI Fairfax Customer Service 571-522-6568 or e-mail [rkrafch@rei.com](mailto:rkrafch@rei.com).**

**March 28: 2:00 p.m.–8:00 p.m.**

***Wrap Party & Awards***

**Earth Treks Climbing Gym**

**Rockville, Md.**

**Free clinics will be held throughout the day by pro-climbers! Search for clues hidden throughout the gym in the “Where in the World Is Stanley the Pig?” contest. Prizes will be awarded to top fundraisers and climbers, and Noodles & Co. and Clipper City Brews.**

### **About HERA Partners in Action**

*The HERA Partners in Action program enables companies to “give back” a portion of sales from a product or group of products to the HERA Women’s Cancer Foundation. Designated Partners in Action products include hangtags that educate consumers about ovarian cancer facts and symptoms. Partners include: Bronwen, BlueWater Ropes, Etch, Evolv, Friksn, Fox River, MadRock, Omega Pacific, Petzl, Seattle Manufacturing Company and Women’s Adventure Magazine. Awareness Partners include Mountain Gear, Sterling Ropes and Stonewear. For more information contact Stephanie Forte at Forte Creative Media, 702.898.2547.*

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

*Black Diamond Climbing Equipment, BlueWater Ropes, Boulder Rock Club, Climbing Magazine, Colorado Mountain School, Evolv, Exum Utah Mountain Adventures, Forte Creative Media, Fox River, Liberty Heights Fresh, MadRock Climbing, Montrail (Visionary Sponsor), Mountain Hardwear, Patagonia, prAna, REI, Sea to Summit, SIGG, Stonewear Designs, The North Face, Timbuk2 Designs, Urban Climber, 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 mothers, daughters, wives, sisters, partners and girlfriends from 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. For more information, visit [www.herafoundation.org](http://www.herafoundation.org).*

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