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HERA FOUNDATION

**Novice to Expert Climbers Show their Passion for Action at
Sixth Annual HERA Ovarian Cancer Climb for Life
September 13 – 16, 2007**

(June 2007 – Salt Lake City, Utah) Many believe that rock climbing means taking big risks. But not ovarian cancer survivor and HERA Foundation founder Sean Patrick, who was climbing at the advanced level of 5.12 when she was diagnosed with late stage ovarian cancer in 1997. “The skills I learned in climbing, such as making decisions in stressful situations, have helped me to save my own life.” Now entering its sixth year, the annual HERA Climb 4 Life Salt Lake City, Sept. 13 to 16, trying to help save women and girls from ovarian cancer. The fund-raiser attracts more than 200 women, men, and children from around the United States who range from novice to expert in climbing ability.

The event is based at Black Diamond Climbing Equipment (2084 E 3900 South in Salt Lake City, www.bdel.com), and at least 85 percent of the money raised goes to ovarian cancer research as well as education and awareness programs. The weekend includes climbing instruction for beginners with certified guides from Exum Utah, two days of climbing in the canyons around Salt Lake City with top climbing athletes, yoga classes, après climb massages, parties, and a goodie bag loaded with gifts. Registration is \$65, and participants must raise a minimum of \$100.

Prizes are awarded for top fund-raisers and fund-raising teams, and participants who raise \$750 or more are entered into a gear raffle. Registration is open at www.herafoundation.org and participants who register by Aug. 1 will receive a free commemorative T-shirt.

“We call it spa climbing,” laughs Patrick. Beginners are encouraged to participate. “Parents have used this as a way to teach kids about the importance of community service while their learning a fun new sport,” she says.

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Climb4Life Events

Climb4Life Boulder / Denver (1 st Annual)	June 15 – 17, 2007
Climb4Life Salt Lake City (6 th Annual)	September 13 – 16, 2007
Climb4Life Mexico (3 rd Annual) <i>Potrero Chico, Hidalgo, Nuevo Leon Mexico</i>	November 8 – 11, 2007
Climb4Life, Washington, D.C. (3 rd Annual) <i>Held at REI Fairfax & Timonium, Earth Treks Climbing Centers, and SportRock Climbing Gyms</i>	February 2008

2007 Climb4Life Salt Lake City Schedule

Thursday, September 13

3:00 p.m. – 6:00 p.m.	Registration	Black Diamond Campus - 2084 E. 3900 South
6:30 p.m. – 8:30 p.m.	Hangtime party	Brookside Broiler, 1166 E2100 South (801.461.0991)

Friday, September 15

7:30 a.m. – 8:30 a.m.	Yoga	Black Diamond Campus
9:00 a.m. – 3:00 p.m.	Climbing	Meet at Black Diamond Campus, coffee served
3:30 p.m. - 5:30 p.m.	Free Massages	Black Diamond Campus

Saturday, September 16

7:30 a.m. – 8:30 a.m.	Yoga	Black Diamond Campus
9:00 a.m. – 3:00 p.m.	Climbing	Meet at Black Diamond Campus, coffee served
4:00 p.m. – 6:00 p.m.	Free Massages	Black Diamond Campus
6:00 p.m. – 9:00 p.m.	Salsa Dance Party	Black Diamond Campus, dinner served

Sunday, September 17

9:00 a.m. – noon	Breakfast & raffle	Black Diamond Campus
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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. To schedule an interview with HERA Foundation founder Sean Patrick please call 970.948.7360.

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