



Press Release

1 September 2016

23 & 24 September – adidas ROCKSTARS International climbing elite heats up Stuttgart's Porsche-Arena for fifth year in a row

Spectacular, gravity-defying moves on vertical walls are guaranteed when the world's best bouldering athletes fight to enter the superfinal at the prestigious IFSC Masters adidas ROCKSTARS on 23 and 24 September. The event draws the top stars of the climbing scene to Stuttgart – and combines enthralling competition bouldering with lots of rock'n'roll.

The popular invitational contest for the international climbing elite takes place at Stuttgart's modern Porsche-Arena, for the fifth year in a row. Around 3,500 spectators can share the excitement when world champions, world cup winners, and national champions impressively demonstrate why bouldering, i.e. climbing without a rope over a crash pad, is considered one of the most difficult disciplines in sport climbing. Admission to the event is free of charge.

Climbing meets Music

The goal of competitive bouldering is to solve short and complex climbing problems in a limited time using as few attempts as possible. Apart from power, acrobatic skills and creativity, athletes need motivation and adrenaline to reach maximum performance in a competition, which is why adidas ROCKSTARS combines white-knuckle competition bouldering with show acts and live music. Hot DJ battles, the punk rock band *Orange but Green* and European Beatbox Champion *Robeat* create an intoxicating atmosphere.

World-class field lined up

Only invited athletes can participate in adidas ROCKSTARS. The start list reads like the who's who of bouldering. This year, the event takes place one week after the IFSC Climbing World Championship in Paris. Hence, some athletes may have unfinished business and the crowd can look forward to an exciting competition. All athletes should be in top shape. The field includes the two defending champions, triple adidas ROCKSTAR and triple World Champion Combined (L/S/B) Sean McColl (CAN) and 18-year old Megan Mascarenas (USA), who won the qualification and the semifinal last year before securing her victory over multiple World Cup winner Akiyo Noguchi from Japan with an unforgettable toe hook. They compete against the top ranked athletes of the 2016 Bouldering World Cup, namely Miho Nonaka (JPN), Mélissa Le Nevé (FRA), Kokoro Fujii (JPN), Alexey Rubtsov (RUS) and Jongwon Chon (KOR), who won the Overall Bouldering World Cup 2015.



The circle of favourites includes furthermore the reigning European Champion Jan Hojer (GER) as well as the current front-runners of the Lead World Cup, 17-year old Janja Garnbret (SLO), who placed third last year and her teammate Domen Škofic (SLO). Great Britain's high achiever Shauna Coxsey, who won the 2016 Overall World Cup ahead of schedule and has been appointed *Member of the Order of the British Empire* by the Queen this year, had to undergo a shoulder surgery after the World Cup final in Munich and can only watch adidas ROCKSTARS from the side-line, but she won't miss out on the event.

Head-to-head duel in the superfinal

A total of 70 athletes from 22 different countries are invited to adidas ROCKSTARS. The top 6 men and women advance to the final on Saturday evening. They fight in two rounds for the entry to the superfinal. Here, the Top 2 compete in direct comparison on a so-called "super boulder" that was specifically created for the event. The athletes climb simultaneously an identical route on two sides of the same boulder. In this thrilling duel the two superfinalists need both, excellent skills and good nerves. Although the climbers cannot see each other, the cheers of the crowd adumbrate what is happening on the other side.

GORE-TEX® Be a Rockstar – stepping stone to the pro world

On Friday, 23 September, 130 aspiring amateurs from 18 different countries participating in the GORE-TEX® Be a Rockstar Contest will try to win a wildcard into the semifinal of the pros to compete side by side with the stars of the international bouldering community. The amateur contest sold out in the beginning of August, but there is a waiting list.

International route setter team creates "problems"

The quality of the routes is vital for a good competition. After all, adidas ROCKSTARS wants to highlight the skills of the international bouldering stars. Flexibility, dynamics, power and strength, technique, balance, coordination, endurance and creativity, that's what the audience wants to see. In the best of cases, only one athlete masters the most difficult route. The "problems", as the short bouldering routes are also called, will be set by an array of internationally renowned route setters, namely Laurent Laporte (FRA), Reinhard Fichtiger (AUT), Matthias Woitzuck (AUT), Adam Pustelnik (POL), Tomasz Oleksy (POL), Robert Leistner (GER), Dirk Uhlig (GER) and Felix Buchmann (GER). All together the team boasts 100 years of experience in competition route setting.

Climbing added to 2020 Olympics

Sport climbing has become an international high-performance sport and the IOC has now put a spotlight on the sport by officially approving climbing for the Tokyo 2020 Olympics. Official competitions take place in three different disciplines: lead climbing, bouldering and speed climbing. Bouldering is also known as maximal strength discipline. The difficulties of boulder "problems" range between boulder grade 7c to 8a+ and may be compared with single moves of grade 10 or 11 lead routes.



Sport climbing is booming

In recent years, climbing has truly become a popular sport, not least because of numerous climbing gyms: more and more athletes are attracted by vertical challenges, both indoor and outdoor, and the trend continues. According to the international Federation of Sport Climbing (IFSC) more than 140 countries have climbing walls. In Germany alone, there are more than 350 climbing gyms open to the public. There are 35 million climbers around the world; in Germany alone there are around 500,000 climbers. Twenty-five per cent of the one million members of the German Alpine Club (DAV) state that they are climbing indoor on a regular basis. The sport also attracts many women. Around 40 per cent of German climbers are female.

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For more information go to www.adidas-rockstars.com.

For the latest schedule please refer to

<http://www.adidas-rockstars.com/en/event-info/schedule/>

High res photos of our event photographers Elias Holzknicht, Christian Waldegger and Bert Willer are available free of charge for editorial use on our download platform:

Server: <http://rockstars.planet-talk.net>

User: adidasROCKSTARS

Password: media2015 (for pre-reports)/ media2016 (during the event)

Link to the 2016 event trailer incl. embed code:

<https://youtu.be/wlQJW4Bv14M>

Online media accreditation for adidas ROCKSTARS:

<http://www.adidas-rockstars.com/en/press/accreditation/>

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