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**Black Diamond Presents *Vertical Frontier* - a benefit for HERA Ovarian Cancer  
Climb For Life**

August 14, 2003 at Brewvies, 677 South 200 West, Salt Lake City, at 7:30 PM

July 14, 2003 – Salt Lake City, UT. Black Diamond Equipment Ltd., a global leader in climbing and backcountry gear, is proud to sponsor a special screening of *Vertical Frontier*, a film by Kristi Denton Cohen, as a fundraiser for HERA Climb For Life on Thursday, August 14, 2003 at 7:30 at Brewvies to coincide with Outdoor Retailer in Salt Lake City.

*Vertical Frontier*, an award-winning documentary about the history of climbing in Yosemite Valley, recently won Best Film on Climbing at the prestigious Banff Mountain Film Festival and was the only American climbing film accepted in the Trento Film Festival in Italy. Narrated by Tom Brokaw, *Vertical Frontier* is a non-profit film with fiscal sponsorship through the Film Arts Foundation. This means that once costs for production are covered, all net profits will be donated to non-profit organizations that support the mountain environment such as the Access Fund, the American Alpine Club, and the Sierra Club.

“We are thrilled to be able to show *Vertical Frontier* during the Outdoor Retailer Tradeshow,” comments Producer Kristi Denton Cohen, who continues, “Sean Patrick is doing some amazing work with her HERA Climb for Life to benefit Ovarian Cancer and we are excited to pitch in and help Black Diamond support this cause.” The 2<sup>nd</sup> Annual HERA Climb for Life event will be hosted in Salt Lake City by Black Diamond September 11 – 14, 2003 with assistance from climbers Bobbi Bensman, Lisa Gnade and Nancy Feagin.

DVD and VHS copies for *Vertical Frontier* are available during the OR show at Booth #5218 and at the Brewvie’s screening. A \$10 donation is requested at the door and will enter you in a raffle sponsored by Black Diamond. Black Diamond sponsored climber Dean Potter will be on hand to sign posters. For more information on *Vertical Frontier* please go to [www.pelotonproductions.com](http://www.pelotonproductions.com); to learn more about HERA Climb for Life go to [www.ovariancancer.jhmi.edu/climb](http://www.ovariancancer.jhmi.edu/climb).

Black Diamond Equipment Ltd. is an employee-owned manufacturer of equipment for rock climbing, alpinism and backcountry skiing. By consistently building innovative products and actively preserving the mountain environment, Black Diamond has assumed a leadership role in the international outdoor community. For more information on Black Diamond and the company's family of brands, including Ascension, Beal Ropes, Bibler Tents, Franklin Climbing Equipment and Scarpa Footwear, go to [www.BlackDiamondEquipment.com](http://www.BlackDiamondEquipment.com).

