

New Business in Town is Making Rocks Their Business

January 20, 2014 Valley Village, CA Rock Climb Every Day, LLC, a locally owned and operated outdoor rock climbing school focused on novice climbers, announces its recent launch.

Rock Climb Every Day, LLC (RCED) uses the world-class climbing spots of Southern California to teach fundamental rock climbing skills and safety basics.

Olga Strickland, owner of RCED, enthuses “I wanted to share my love of rock climbing and give those who are starting out a positive, safe experience. If you learn to climb correctly from the start, you’ll keep at it and avoid safety issues.”

If you do not know what a carabiner is, how to tie knots, anchor and belay, then taking a class is a must before you climb outdoors. Climbing is a serious sport. Without the proper knowledge, there are many things that could go wrong. Learning the fundamentals is key to a safe and enjoyable time.

What better place to learn the fundamentals than in Southern California, a world-class climbing destination. Rock climbing outdoors is a different experience than hitting the walls indoors. Nature has much more to offer: great views, endless rock wall possibilities, and a true climbing experience. RCED’s 2, 3 and 4-hour climbing classes and adventures are currently held on the weekends in Barstow, Lone Pine, Joshua Tree and Santa Clarita.

RCED classes make rock climbing accessible to almost everyone, age 12 and up. You don’t have to be super fit, as climbing depends mostly on lower body strength and balance, but as with any sport being in decent shape is a given.

Expert instructors “manage to impart their skills to even the most seemingly inept so you are going to feel like you can scale even the most difficult vertical rocks effortlessly,” writes John Moore, a happy RCED student.

Even those who may be nervous to climb for the first time, like student Sana Abbasi, will find Olga “an enthusiastic instructor...and super encouraging.” RCED is a perfect entry into the world of climbing. With all the gear provided, participants can give outdoor climbing a try or renew their skills without a big investment.

The four hour class covers

- Rock climbing safety
- The essential equipment required and its proper use
- Fundamental knots - a safety must
- How to belay - proper technique is essential for a safe climbing experience
- Proper communication techniques and vocabulary - good communication with your climbing partner is key
- Beginner to intermediate movement skills - how to get up the rock face
- Plenty of climbing time to put what was learned into practice

Additional rock time

RCED plans rock climbing outings for students and climbing friends in addition to the classes. This

gives them the opportunity to polish their skills and find other climbing friends. The goal is to build a welcoming and friendly community of enthusiastic and helpful climbers.

Rock climbing is on the up and up

Climbing is on many people's' bucket lists this year. A national study in 2012, Outdoor Recreation Trends and Futures, showed a 9.5% increase in rock climbing participants, with almost 10 million people rock climbing annually.¹

Rock Climb Every Day, LLC benefits

- Classes are customized for a fun and an information packed experience
- Small class size means individualized attention
- Emphasis on safety first
- Streamlined online registration and payment
- All necessary rock climbing gear and equipment rental are provided at no extra charge
- Students are encouraged to come back and climb with RCED
- California is a world-class climbing destination and RCED knows and uses the best climbing areas
- RCED classes are a great way to meet other new climbing partners
- Climbing outside is much more fun than indoors - isn't that what rock climbing is all about?
- Compliments indoor climbing
- RCED is building a friendly community of enthusiastic and helpful climbers
- A RCED Meetup group that posts different rated climbs and connects climbers

Started in late 2013, Rock Climb Every Day, LLC focuses on teaching the fundamentals of rock climbing outdoors. Our mission is to graduate safe, competent outdoor climbers. Climbers who have a good foundation help to keep our rock climbing areas safe for everyone.

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For more information:

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Class descriptions and addition information are available on rockclimbeveryday.com.

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¹ The USDA Forest Service Southern Research Station published Outdoor Recreation Trends and Futures in 2012 which showed a 9.5% increase in rock climbing participants between 2005-2009, with almost 10 million people rock climbing annually.