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Momentum Indoor Climbing Names World Cup Gold Medalist Alex Puccio Climbing Coach and Joel Zerr Head Route Setter

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SALT LAKE CITY (April 11, 2016) –[Momentum™ Indoor Climbing](#) has named **Alex Puccio** and **Joel Zerr** assistant coach for its youth and adult programs and head route setter of its Millcreek location, respectively. **Puccio** is a nine-time American National Bouldering Champion and has earned 13 World Cup medals since 2009, including a gold. **Zerr** has been setting for national adult and junior bouldering competitions since 2008. The 27 year-old has earned a reputation as one of the most skilled and creative setters in the United States.

“Alex and Joel are industry leaders,” said Jeff Pedersen, Momentum co-founder and CEO. “Momentum is committed to delivering meaningful indoor climbing experiences. That means enlisting the most talented people in climbing like Alex and Joel who share in our vision to evolve the sport.”

Puccio will lend her expertise to Momentum’s competitive youth team; adult and youth climbers at Momentum can also book private coaching sessions with her. A native of McKinney, Texas, Puccio launched her competitive climbing career at the age of 16 and has become known for having an unparalleled commitment to training. On the rock, the 26-year-old athlete has completed some of the most difficult boulder problems in the world; on many of these, Alex has made the first female ascent.

Puccio has been a longtime mentor for Momentum team athlete Nathan Coleman of Salt Lake City who earlier this year won USA Climbing’s Bouldering National Championship in both the adult and youth categories. The two will train together in preparation for the 2016 World Cup season.

As a route setter, Zerr will augment Momentum’s renowned routesetting team that includes Steven Jeffery and Shannon Cornellier. Jeffery, who has been with Momentum for five years, was recently named corporate route setting director while Cornellier was named Utah regional head route setter.

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World Cup Medalist Alex Puccio and Route Setter Joel Zerr Join Momentum Indoor Climbing Team

Zerr, who is a skilled videographer and photographer, will also contribute to Momentum's blog. An accomplished athlete himself, Zerr, a Reno, Nev. native, has been climbing for nearly 15 years and has established and repeated many boulder problems up to the elite grade of V13.

About Momentum Indoor Climbing

For the last decade, Momentum™ Indoor Climbing has been developing inspiring climbing gyms to serve local communities. Based in Salt Lake City, the Momentum brand is fueled by a passion to evolve and share the sport of rock climbing through timeless wall designs, modern training facilities, programs and amenities that enhance the indoor climbing experience. Momentum is committed to building better climbers and cultivating lasting communities. For more information about Momentum, visit www.momentumclimbing.com or connect with Momentum on [Facebook](#), [Instagram](#), [Twitter](#) and [Vimeo](#).

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