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## **Momentum Indoor Climbing Selects Forté PR as its Agency of Record**

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**SALT LAKE CITY (Jan 27, 2016)** – [Momentum™ Indoor Climbing](#), inspiring world class climbing gyms, has selected Las Vegas-based [Forté PR](#) as its public relations (PR) agency of record. Momentum’s three facilities in Salt Lake City have raised the standard of indoor climbing, training and programming since the brand’s launch in 2006. With an expansion plan underway, Forté PR will work to increase Momentum’s brand awareness both nationally and in key regional markets like Houston, Texas.

“The Momentum brand is fueled by a passion to evolve the sport of climbing by offering meaningful experiences. Our wall designs intrigue the elite athlete and inspire the novice. Our programs have developed world-class athletes and bonded local climbing communities,” said Jeff Pedersen, co-founder and CEO of Momentum. “Forté has a unique understanding of our core values and vision. They are the perfect partner to help us share the Momentum story.”

Forté PR will provide traditional public relations services, creating strategic national and regional campaigns. Working closely with Momentum’s marketing and digital teams, Forté will communicate the brand’s rich climbing history, underscoring Momentum’s innovative gyms and programming that are ushering in a new era of climbing.

Momentum is known for inspiring wall designs, modern training tools, and comprehensive programs for youth and adults. Led by longtime climber and first-ascensionist Jeff Pedersen, the Momentum team has is a brain trust of world-class climbers, guides, trainers and teachers who have been working to evolve the sport for decades. Their forward thinking in the outdoors has transitioned to the indoor experience, and is helping to fulfill the brand’s vision to build better climbers. As a part of their vision, Momentum has developed

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the country's most successful youth program, along with national champions and international competitors.

“A positive indoor climbing experience can change lives. The Forté team understands the power of Momentum's brand proposition,” said Stephanie Forte, founder of Forté PR and a former professional climbing athlete. “We are creating an integrated communications plan to connect Momentum with consumers in new and existing markets, and to increase its awareness nationally. We are excited to be part of the team giving life to Momentum's vision of creating profound experiences and building better climbers.”

### **About Forté PR**

Forté PR is a brand communications agency offering PR, social media, content development, special event and consulting services. For over a decade, Forté has worked with leading brands in the health, fitness, active lifestyle, tourism, beverage and non-profit markets. Forté PR is located in downtown Las Vegas, where art, technology and the entrepreneurial spirit reign. Our team includes connectors, creators, writers and organizers who are driven in their work and passionate about their play, the environment and building community. For more information, please visit [www.forteprlv.com](http://www.forteprlv.com) or connect with Forté PR on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

### **About Momentum Indoor Climbing**

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

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