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THE ULTIMATE PEAK

Climbing campaign „ReachYourPeak“ with the new Mammut Pro Climbing Team



Even if the aspirations are different, motivation remains the same: to get one step closer to your personal climbing goal, grip by grip. With this summer's ReachYourPeak climbing campaign, Mammut is making an inspiring climbing dream come true – regardless of how big it is. The face of the campaign is Mammut Pro Climbing Team athlete Jakob Schubert, who in August aims to make his dream of winning the first gold medal at the Olympic Games in Tokyo come true. The newcomers to the Mammut Pro Climbing Team, Katherine Choong and Madeleine Cope are also pursuing ambitious goals and pushing their boundaries.

ReachYourPeak – Mammut makes a climbing dream possible

All climbing enthusiasts dream of new heights, exciting projects, and that one peak they want to climb. Originally founded almost 160 years ago as a rope manufacturing business, climbing has always been in Mammut's DNA. With its [ReachYourPeak campaign](#), Mammut makes it possible for one climber with a very personal story to fulfill the climbing dream. Transport to the destination, all the essential gear, necessary support from climbing experts, and accompaniment by a camera team – all included.

The campaign runs from June 11 to July 4 2021. All climbing advocates are invited to describe their own personal dream on the campaign page with the intent to have that dream become a reality. Pros and novices alike all have their own peak they want to reach. Behind every aspiration is a story that has the potential to be told, regardless of performance. For example, the same holds true for Mammut Pro Team athlete Nadine Wallner, who celebrates most of her successes in skiing and yet pursues a goal as a passionate climber. Climbing not only helps her stay in shape but is also a source of inspiration for her skiing adventures. Nadine's ultimate project? The "London Wall" – a classic trad climbing route in the quarry at Millstone Edge. It is one of the most classic crack-climbing routes in England. Many have attempted it, but few have achieved equal success. Among them – the Mammut Pro Climbing Team athletes.

Mammut Pro Climbing Team 2021

Jakob Schubert is the face of the ReachYourPeak campaign and has been in the Mammut Pro Climbing Team for over 10 years. The 30-year-old Austrian started climbing at the age of 12. Just three years later, he wins the national championship in his age group. Since then, he has had one success after another. At the 2018 Climbing World Championships in his hometown of Innsbruck, he became a double world champion with victories in lead climbing and in the combination discipline. His next big project? To become the first Olympic gold medalist in climbing.

The two new additions to the Mammut Pro Climbing Team, Katherine Choong and Madeleine Cope provide a breath of fresh air and a large portion of female power. Swiss-born Katherine Choong soon realized after her law studies that her one great love was climbing the crag. That's why she decided to turn her back on her career and focus on her passion – climbing. "Climbing showed me that nothing is impossible and that you should follow your dreams," says the 29-year-old. She was the first Swiss woman to climb a 9a. Like Mammut, Katherine is actively engaged with the Non-Profit Organization [ClimbAID](#), focusing on imparting the joy of climbing to refugees within the framework of humanitarian projects.

Another recent powerhouse to join the Pro Climbing Team is 28-year-old British climber Madeleine Cope. She is one of the few female climbers who has climbed the "Prinzip Hoffnung" trad route. Her great passion is rock climbing. Maddy loves to inspire climbing in nature to those around her. "Be present, playful and curious" is Maddy's mantra. Her open mindset and determination to succeed will be an asset to Mammut's Climbing Team. Fascinated by the unknown and new, Madeleine's big dream is the first ascent of a steep, long wall.