

FOR IMMEDIATE RELEASE:

Vertical Endeavors Opens New Indoor Rock Climbing Facility in Minneapolis

**Grand Opening Event to be held on
November 12th, 2011 from 11:00am – 5:00pm**

St. Paul, MN, October 1st, 2011 - Vertical Endeavors is proud to announce the grand opening of its new Minneapolis indoor rock climbing facility located 2540 Nicollet Avenue South, in the heart of "Eat Street" Minneapolis. On Saturday, November 12th 2011 from 11:00am – 5:00pm Vertical Endeavors (VE) will be celebrating the opening by hosting free climbing from 11:00am – 5:00pm and numerous events throughout the day including climbing demonstrations by world renowned professional climbers, guided facility tours, a live band, and a variety climbing gear vendor booths including Black Diamond, Five Ten, LaSportiva and others.

Vertical Endeavors Minneapolis will be home to over 25,000 square feet of climbable surface featuring various Nicros Inc. wall textures, multiple 60ft. high climbing wall sections, three bouldering areas, 25 automatic belay stations, a full service pro-shop, and two community/party rooms. VE Minneapolis will continue in its tradition of providing a large selection of high quality indoor and outdoor lessons and Guided Adventures (VEGA), youth programs, group events and experiential programs for corporate and non-profit groups.

Vertical Endeavors will also be holding a fundraiser to support Simpson Housing Services whose mission is to house, support and advocate for people experiencing homelessness. Simpson Housing Services is committed to Housing First: house people quickly, then provide services as needed.

Vertical Endeavors

855 Phalen Blvd.
St. Paul, MN 55106
651-776-1430

www.verticalendeavors.com

Simpson Housing Services

2100 Pillsbury Ave S
Minneapolis, MN 55404
612.879.0041

info@simpsonhousing.org

For additional information contact:

Taylor Martinson - Programs Coordinator
Vertical Endeavors
651-209-0644

Taylor@VerticalEndeavors.com