



INTERNATIONAL FEDERATION OF **SPORT CLIMBING**  
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## INTERNATIONAL FEDERATION OF SPORT CLIMBING IFSC FLIES INTO TOMORROW WITH JAPAN AIRLINES

The IFSC is pleased to announce that Japan Airlines will support the development of sport climbing in 2018 as an IFSC Main Partner.

### A shared vision and passion

Japan Airlines Co., Ltd., is the flag carrier airline of Japan and the first Japanese airline to venture overseas. For 65 years Japan Airlines has continued to pursue an incredible determination to support dreams and the people who have them. Starting in 2018, Japan Airlines will join the IFSC in supporting the development of sport climbing, set to feature for the first time at the Youth Olympic Games in Buenos Aires this year and at the Olympic Games Tokyo 2020.

*"We are thrilled to have such a committed partner sharing the same vision and passion for aiming higher, especially during a period of substantial growth and new opportunities for sport climbing,"* says IFSC President Marco Sclaris. *"We are looking forward to flying into the challenges of tomorrow with Japan Airlines."*

### Fostering the next generation

As an IFSC Main Partner and a partner of the JMCSA, Japan Airlines will be present throughout the 2018 season during IFSC events and activities. Additionally, Japan Airlines will be strongly represented on IFSC social media as it aims to pass on a better society to the next generation through the airline business. The company's "Fostering the Next Generation" program provides hands-on educational experiences and social welfare to children, and Japan Airlines also supports young athletes by encouraging JAL Mileage Bank members to donate their miles to under-funded sports projects.

### A leader in sport climbing

The new partnership at both a national and international level of sport climbing for Japan Airlines is established at a time when the popularity of sport climbing has significantly increased in Japan. Sport climbing is showcased by national broadcasters on both TV and digital platforms, and Japanese athletes consistently place among the top-ranks in Bouldering and Lead. Japan also hosts a top-level IFSC World Cup event each year.

*"It has been wonderful to see the evolution of our sport in Japan, a leader in sport climbing,"* says IFSC Vice-President Sports/Events Kobinata Toru. *"The depth of the climbing community in Japan is expanding as we prepare to welcome the Olympic Games in Tokyo, and this new partnership between Japan Airlines and the IFSC is an example and agent of this positive change."*



IFSC PARTNERS:



JAPAN AIRLINES



ENTREPRISES  
Climbing Walls



LUXOV  
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