

# CLIMBING

Paris, July 6th 2016

## RMC is the new media partner of the 2016 IFSC Climbing World Championships



The mainstream radio gave once again her confidence to the FFME - the French climbing federation in charge of the organization of the 2016 IFSC Climbing World Championships - and becomes – as in 2012 - the media partner of the 2016 climbing worldwide summit.

### PARTENAIRES




Au Vieux Campeur





A major partnership for the FFME and its main event for the 2016 season. "It's a real asset for the visibility of the Climbing World Championships. It allows us to reach out to a large audience, especially because of the strong position of the media in all the sport-related topics.

RMC was already a strong partner in 2012, for the World Championships in Paris. We are extremely happy with this renewed partnership", commented Marie-Anne Midy, in charge of the communication for the FFME.

After the 2016 first semester, the radio capitalized 7.1% of the French global audience, with more than 3 810 000 auditors (Médiamétrie source). And it is not only about visibility: this partnership will also benefit to the RMC's audience. Indeed, 50 tickets for the Climbing World Championships - from September 14h to 18th in the AccordHotels Arena - will be thrown in. Stay tuned!

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