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Ice Carnival sells out in record-breaking 30 minutes

Now in its fifth year, the College Outside Collegiate Ice Carnival, which hosts 70 students from 20 universities for a weekend of ice climbing, sold out in less than an hour. The event, held at Camp Cody in Freedom, NH from March 2-4, makes one of the most technical, logistically complex outdoor sports accessible to students with little or no ice climbing experience.

“This event is unique because students can show up in jeans and flip flops and we’ll get them equipped to climb,” says College Outside Founder and CEO Sarah Lockwood. “We provide all the gear, including warm jackets and pants, which lowers the barrier to entry for a lot of students. By offering the entire weekend experience for just \$135, we’re getting more students outside, effectively growing the next generation of outdoor enthusiasts.”

The Ice Carnival is sponsored by adidas TERREX, with support from Thule and Gregory.

“Unless they have a lot of money or an experienced mentor, it’s hard for students to experience ice climbing,” says UConn Outing Club president Billy Harasyko. “The Ice Carnival does a terrific job eliminating these barriers and building community. I honestly feel like I’m friends with everyone by the end of the weekend.”

College Outside partners with Camp Cody and Cathedral Mountain Guides to facilitate a safe, professional ice climbing experience. Freddie Wilkinson, partner at Cathedral Mountain Guides and recipient of the Robert Hicks Bates Award from the American Alpine Club, will be this year’s keynote speaker.

About College Outside:

College Outside is the collegiate sales channel for the outdoor industry. We partner with 250 university outdoor programs nationwide that engage more than 150,000 students of nearly equal gender representation. We provide groups with discounted gear, expert advice and access to intercollegiate events, effectively reducing barriers to entry for the next generation of outdoorspeople.