

10 March, 2008



Dear Federations and Athletes,

ESPN is pleased to announce that the sport climbing competition at the KIA X Games Asia 2008 will be a “promotional” event associated with the International Federation of Sport Climbing (IFSC).

This is the first time that the X Games Asia has directly associated the sport climbing competition with the IFSC and it demonstrates that both ESPN and the IFSC are committed to make sure that any sport climbing competition in the X Games Asia strives for excellence.

It is in this spirit of excellence that ESPN has decided to put all of their resources into one event: Speed Climbing. ESPN and the IFSC hope that this affiliation will lead to a long-term relationship where competition climbing will continue to entertain our viewers and fans.

We encourage all IFSC federations to nominate their athletes for this event. A strong showing of your athletes at this year’s event will demonstrate to ESPN both that you support the X Games and want the event to succeed.

Thank you for your continued support.

Yours Sincerely,



Christopher Kee
Project Director – KIA X Games Asia 2008
ESPN STAR Sports
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