

“DIY Wall YouTube Series”

3-fold folder, sent to members in mail

Triangle Rock Club

PANEL 1

HEADLINE:

Missing the gym?

We know you are.

VISUAL:

Graphic of TRC Morrisville, empty.



SUBHEAD:

We miss you, too.

PANEL 2

SUBHEAD:

We would love to help bring the gym to you!

COPY:

As all experienced climbers know, it takes consistency to be a

good

climber. If you want to achieve your goals on the rocks, you need to be climbing at least three times a week.

The age of Covid-19 is no exception.

If you are out of the gym for weeks, your climbing game will just not be what it was when quarantine started.

VISUAL:

Graphic of experienced, fit climber, lead climbing in TRC Raleigh



PANEL 3

SUBHEAD:

How can you climb while respecting the state's orders to stay at home?

COPY:

Build your very own climbing wall in your backyard! Or garage! Or kitchen!— Probably check with your housemates, before you build a wall in the kitchen.

Think building a wall sounds like a daunting task? Your friends at TRC have got you covered!

VISUAL:

Graphic of Wooden wall set-up in a garage.



PANEL 4

SUBHEAD:

the

TRC will be hosting a YouTube series providing you with all of

info you need to build your own wall, to promote staying in climbing shape during quarantine and continuing to shred the gnar on your own.

We will share helpful brands and websites for sourcing reliable materials, tell you how to safely install your wall and even venture into some route-setting tutorials, so you can creatively and securely build your own problems!

VISUAL:

Assorted logos of companies that will be promoted as reliable gear-providers, such as Black Diamond, PETZL and Metolius.



PANEL 5

SUBHEAD:

Why is TRC doing this series?

Because climbing is our passion. We believe we don't have to stop just because our facilities are temporarily closed.

KICKER:

Everyone deserves the opportunity to climb. We can't wait to share our knowledge, tips and tricks of the trade.

PANEL 6

SUBHEAD:

WE CAN'T WAIT TO BE BACK IN THE GYM WITH YOU.
UNTIL THEN, COME SEE US VIRTUALLY! WE'RE STILL
CLIMBING!

Look up "Triangle Rock Club" on YouTube! We'll see you April
25 at 6 p.m. for our first installment!