

FOR IMMEDIATE RELEASE

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3rd Annual Cliff Run to benefit Kismet Rock Foundation

North Conway, NH – August 2, 2011 – La Sportiva will sponsor the third annual Cliff Run to benefit Kismet Rock Foundation on September 18, 2011 at 10:00 AM at Echo Lake State Park in North Conway, NH.

“We're so thankful to Gabe Flanders for organizing this wonderful event for the third year in a row,” says Sasha Eisele, Board Member. “It's not only a fun race, but a great way to raise awareness. We're especially grateful for La Sportiva's support.”

Kismet Rock Foundation is a non-profit that serves economically underprivileged students who might otherwise ‘fall through the cracks’ of their highly stressed public school systems. By developing their potential, Kismet prepares students to contribute to their communities and their culture throughout their lives.

Kismet serves seven public schools in New Hampshire, Maine, and Massachusetts, offering students one week per summer of programs for up to four years. The 12th program season started in July and ends on August 28.

To register for the five-mile Cliff Run, please fill out and return the registration form, or visit <http://www.active.com> for online registration. Registration costs \$20.00 before race day, or \$25.00 the day of the race.

To make a donation, volunteer or learn more about Kismet Rock Foundation and its climbing programs for New England youth please visit www.kismetrockfoundation.org, email info@kismetrockfoundation.org or call 603-730-2715. Kismet Rock Foundation is a nonprofit 501(c)3 and all donations are tax deductible.

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