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Coeur Climbing Co. Brings Climbing Pioneer Alan Watts to Post Falls
Special Guest for July 9th Grand Opening Event

Post Falls, Idaho: Coeur Climbing Company today announced that climbing pioneer Alan Watts will be the featured speaker at the climbing gym's grand opening event on July 9, in collaboration with Post Falls Chamber of Commerce. His appearance will be a thrill for the local climbing community, as Watts is one of America's most influential rock climbers. Widely regarded as the founding father of Smith Rock in Oregon - an iconic climbing destination - he played a key role in the development of sport climbing in America and around the world.

"Alan's long career has had a profound impact on the climbing world," says Daniel Shaw, co-founder of Coeur Climbing Co. "We're honored to have him join us at our grand opening."

Post Falls Chamber of Commerce has partnered with Coeur Climbing to bring Watts to Post Falls in July. "Climbing is a big part of what makes Post Falls special," says Christina Petit, CEO of Post Falls Chamber of Commerce. "Having a world-class climber like Alan visit will highlight our city as a climbing destination in the Inland Northwest."

Raised in Madras, Oregon, just 20 miles north of Smith Rock, Watts started climbing at Smith Rock in 1975 at the age of 14. He soon devoted himself to developing Smith Rock climbing, at a time when few climbers saw the potential. Between 1980 and 1985, Watts raised the local standards from 5.11d to 5.13d, starting the entirely new genre of sport climbing in the United States along the way. His ascents of routes such as Watts Tots, Chain Reaction, and Darkness at Noon broke with tradition and led US climbers in a new direction. In the process he became one of the first climbers in the United States to break through to the 5.14 level.

Watts co-founded Entre Prises USA in 1988 and published his first guidebook to Smith Rock in 1992. After a 2010 edition, his most recent edition will be released in August 2023. In 2009, Rock and Ice recognized Watts as one of the ten most influential climbers in US climbing. He has two children, Ben and Morgan, and lives in Bend, Oregon with his wife, JoAnn.

The grand opening event is scheduled for July 9, 1-5 pm at the gym's location in Post Falls. Watts will give a presentation and also be available for photos, autographs, and connecting with attendees.

Find more background on Alan Watts here:

<https://coeurclimbing.com/news-updates/special-guest-alan-watts-at-grand-opening-july-9>

Learn more about the event at

<https://coeurclimbing.com/news-updates/grand-opening-celebration-save-the-date-july-9-2023>

About Coeur Climbing Company: Coeur Climbing Company is a new full-service indoor climbing gym, providing all ages and skill levels a fun, welcoming environment in which to learn and improve climbing skills, socialize, and build a lifetime community. Located at 764 S. Clearwater Loop, Suite 101 in Post Falls, Idaho, the gym offers 6,000+ square feet of climbing surfaces, including 24' roped walls, 15' bouldering walls, training board, and kids area – plus, a comprehensive fitness area, retail climbing gear, snacks and drinks. Members will enjoy unlimited access to rope climbing, bouldering, and fitness equipment, as well as free yoga classes, local partner perks, and more. Daily and 10-punch passes are also available.

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