

# 5.10 gives young climbers a boost

→**NOT EVERYONE** is a Dean Potter or Cedar Wright, at least not just yet and **5.10** (#12017) is working to promote youth who are competing to better themselves both in the sport and out.

“We wanted to support youth climbers, not just big expeditions,” said Nancy Prichard-Bouchard, communications director. “We get them product and take the burden off their parents a bit.”

The program now includes 45 young climbers and 20 gym teams. Its lowest level youth sponsorship gives climbers with good grades deals on shoes. Recently, 5.10 announced the winners of their CORE awards program, which they will announce Saturday.

“What is great is that we are not judging them on their climbing ability but their ability to write a nice essay on

how climbing has changed their lives. Of all of the teams, we have always had the biggest push for athlete education and development. It is important to be able to express yourself and write.”

Next year 5.10 plans on including a mentorship program within the CORE awards with its athletes, including Sasha DiGiulian.

**--LORIN PALEY**