

BridgeClimb Celebrates 15 Years at the Top

Sydney's Top Tourist Attraction Reflects on 15 Years of Summiting More than 3 Million Climbers

On Tuesday 1st October 2013, BridgeClimb Sydney celebrates 15 years guiding locals and internationals on the unforgettable journey to the top of the iconic Sydney Harbour Bridge.

The actualisation of Chairman and Founder, Paul Cave's pioneering dream, was a protracted journey of 10 years to obtain Government approval to operate. It is now widely considered one of the world's 'must-do' activities.

Since it opened and welcomed its first climber on 1st October 1998, BridgeClimb has seen more than 3 million climbers summit the iconic structure from more than 137 countries.

BridgeClimb Chairman and Founder, Paul Cave, said, "We're delighted to be celebrating our 15th birthday. It has been an honour and a privilege to provide lifetime memories for millions of residents and guests of Sydney."

A worldwide audience has witnessed some memorable characters join BridgeClimb throughout the years, including:

- 100 year old Chris Muller
- Australian Olympic athletes Kieren Perkins & Zali Steggall; who carried the Olympic Torch to the top
- Lloyd Poulton; who made a record-breaking 50th Climb in 2012 and recently completed his 61st climb
- Oprah Winfrey; who climbed with 315 of her Ultimate Viewers and declared "There is no better way to see [Sydney] in all of its glory."

BridgeClimb has also diversified its offering from the original, and still the most popular experience, The Bridge Climb.

Today climbs run around the clock and also operate on the lower arch for those keen to explore the engineering mastery from the heart of the bridge on The Discovery Climb. Those shorter on time are encouraged to take The Express Climb and The Mandarin Climb was launched in early 2013 for the Chinese speaking market.

"We look forward to crafting further enhancements and industry innovations that further enrich the customer experience and appeal to new markets", Cave concluded.

To mark the occasion, Facebook fans, current and new, are being invited to tell BridgeClimb what milestone they would like to celebrate at the top of the Sydney Harbour Bridge. One fan will be selected to receive a climb for 15 people: www.facebook.com/bridgeclimbsydney

BridgeClimb offers a truly memorable experience, perfect for special occasions, team building events, staff rewards and client entertaining. For more information, please visit www.bridgeclimb.com or call (02) 8274 7777.

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15 Milestones in 15 years of BridgeClimb:

1. 01.10.98 BridgeClimb opens and welcomes its first climber.
2. 06.07.99 100 year old Chris Muller becomes BridgeClimb's oldest climber.
3. 09.11.02 New York Fire Fighters climb in memory of the first anniversary of 9/11.
4. 14.04.03 Elizabeth Farrington from the UK becomes the 1 millionth climber.
5. 04.10.04 Olympic torch taken to the top by Australian Olympic athletes Kieren Perkins & Zali Steggall.
6. 19.12.06 [The Discovery Climb launches](#)
7. 01.10.08 [10th birthday celebration](#) sees 137 climbers with the flags of the 137 nations to have climbed.
8. 03.06.08 [First wedding](#) takes place on the Bridge.
9. 01.03.10 Lonely Planet lists BridgeClimb as one of the world's 'Top 10 Adrenaline Rushes'.
10. 20.01.11 [Oprah climbs](#) with 315 Ultimate Viewers: "There is no better way to see [Sydney] in all of its glory".
11. 10.07.12 84 year old Lloyd Poulton makes his record-breaking [50th climb](#).
12. 18.03.12 [Bridge's 80th birthday](#): BridgeClimb heroes' summit serenade by 80 year old Sydney Symphony.

13. 21.01.13 [Lion dance](#) at the summit marks the launch of the [The Mandarin Climb](#).
14. 15.05.13 [Mahjong Champions](#) battle it out at the top of the Bridge.
15. 15.07.13 Picture Perfect China's 2.1k climbers [smash BridgeClimb record](#).

About BridgeClimb:

BridgeClimb, the dream of Chairman & Founder Paul Cave, is considered a 'must-do' tourist attraction in Sydney, with more than 3 million people, from more than 137 countries, having climbed the Bridge since it opened in 1998. Climbers can climb to the summit of this world famous icon on The Bridge Climb, The Discovery Climb, The Express Climb and BridgeClimb's newest climb; The Mandarin Climb. Launched in response to the growing Chinese market in Australia, The Mandarin Climb features local Mandarin speaking guides. BridgeClimb has won numerous awards including the 2012 'Best Guided Tour in Australia' Australian Traveller Reader's Choice Award.

Paul Cave availability for interview:

Please contact Charli Beale, details below, with interview requests for BridgeClimb Chairman and Founder, Paul Cave.

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