

MEDIA RELEASE



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Origin Legends Climb with something borrowed and new...with a touch of blue

NSW Origin Legends including Max Krilich and Mario Fenech climbed to the top of the Sydney Harbour Bridge this morning to launch the latest edition of Australia's most recognisable suit.

Various versions of the BridgeClimb Suit have been made famous by celebrities and Climbers over the years, with over 2.7 million Climbers from around the world having sported the suit to date.

The eagerly anticipated seventh version of the famous 'onesie' is the result of over 18 months of research and development and now features a slimmer fitting, sportier design.

The Blues Legend's looked quite fitting in the new BridgeSuits which are brought alive with bright blue sleeves that light up photos for Climbers in front of the spectacular backdrop of Sydney Harbour.

Eager that the blue colours may bring some extra luck to game three of the State of Origin match on July 6, the Origin Legends could take comfort in the fact that a previous version of the BridgeSuit was launched in 2005, the same year that the Blues last won the big game against the Maroons.

The well known BridgeSuit still sports the predominantly grey colours which continue to reduce the visual impact on the heritage of the bridge and minimise traffic distraction.

New features introduced to better cater for Climber's needs include;

- Sporty, electric blue sleeves
- A more slim-lined shape which flatters Climber's figures
- Mesh vents for extra ventilation in warmer weather
- Extended front zip length for improved comfort
- Suit sizes have also been adjusted to ensure BridgeClimb can cater for just about anyone who walks through the door.

BridgeClimb offers three amazing adventures to the summit of the Bridge including The Bridge Climb, The Discovery Climb and our newest Climb, The Express Climb. Climbs are available at dawn, day, twilight and at night which will captivate Climbers from beginning to end. For booking enquiries call (02) 8274 7777 or book online at www.bridgeclimb.com

Notes:

- Origin Legends who climbed today: Max Krilich, Hazem El Masri, Mario Fenech, Les Davidson, Mark McGaw, Cliff Lyons, Peter Wynn, Ricky Walford and David Boyle
- BridgeClimb Sydney's new BridgeSuits will be worn from July 1, 2011 with new imagery and videos available on www.bridgeclimb.com shortly
- Please see attached BridgeClimb fact sheet.

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