

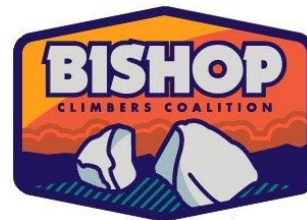
EVENT PRESS RELEASE

Bishop Climbers Coalition

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FOR IMMEDIATE RELEASE

Bishop Climbers Coalition Presents: Digital Benefit Series to Support Eastern Sierra Nonprofit

On Tuesday evening, the Bishop Climbers Coalition launched a Digital Benefit Series to support Inyo-Mono Advocates for Community Action (IMACA) – raising more than \$850 in a single event. IMACA has taken a strong leadership role in supporting our Eastern Sierra communities through the COVID-19 pandemic. While many members of the community have supported IMACA’s effort by directly volunteering time and resources, the Bishop Climbers Coalition has sought to find additional ways to further IMACA’s impact by helping to raise funds for their efforts.

The Digital Benefit Series event on Tuesday was the first of three to be held and hosted by the Bishop Climbers Coalition via the online platform, Zoom. The kick-off featured a presentation by local climbing extraordinaire, Eric Bissell. Eric spoke about his evolution as a climber - from learning how to climb years ago to becoming an elite-level climber. He shared some of the challenges he faced and several of the accomplishments he has made. Highlighting his many mentors along the way, Eric shared, “these are the folks that carried me forward and continue to support my personal inspiration.” Mentorship is the main reason why Eric believes he has grown stronger in climbing and in life.

More than 40 attendees from coast to coast attended the event to support the Bishop community and to get inspired by the adventure that awaits once the pandemic subsides. Carrying forward past community-benefit efforts by the Coalition, including raising over \$1,200 for Bishop-based Wild Iris in February, the Digital Event Series aims to support Eastern Sierra nonprofits that are responding to the pandemic and making an impact in the Bishop area. The next two events in the Digital Benefit Series will be held on May 12, featuring climbing duo Mark Hudan and Jordan Cannon, and on May 19, featuring Shelma Jun. Events begin at 7:00pm and require advanced registration. There is no cost for attendance but donations are encouraged. Find out how you can attend these events by visiting the Bishop Climbers Coalition website (www.bishopclimbers.org), Facebook page, or Instagram account. You can learn more about IMACA and support them directly via their website: <https://www.imaca.net/take-action>.