



**100%  
Women.**

Singapore, 7 March 2022

**The next step in 100% Women: the world's largest all-female rope team.**

**Giving women visibility in mountain and outdoor sports, creating role models and inspiring women to try something new: the 100% Women initiative and associated Peak Challenge were successfully launched on International Women's Day 2021. This ambitious concept is now continuing into 2022. Switzerland Tourism, the Swiss Alpine Club (SAC), the Swiss Mountain Guide Association (SBV), Saas-Fee/Saastal Tourism and the outdoor brand Mammüt are planning to set a unique record with the world's largest all-female rope team. Some 60 women from around the globe will come together in June to tackle the 4,027-metre Allalinhorn in Valais.**

As we take the next step in 100% Women on this year's International Women's Day, this collective female power on the mountain is set to grow even stronger. Switzerland Tourism (ST) is planning a record attempt in the Alps this June in conjunction with the Swiss Alpine Club, the Swiss Mountain Guide Association, Saas-Fee/Saastal Tourism and the outdoor brand Mammüt. Around 60 women will together climb the Allalinhorn in Valais and symbolically form the world's largest all-female rope team. Two partner organisations – the Swiss Alpine Club and the Swiss Mountain Guide Association – along with prestigious women's mountaineering experts all agree that mobilising such a large all-female team is unprecedented. The historian Marie-France Hendriks concurs: "To my knowledge, never before in the history of mountain sport have so many women teamed up to climb a peak together. It is all the more pleasing that this record is being set in Switzerland."

### **Southeast Asia women joins the Challenge**

For the first time, women from Southeast Asia will be joining the Peak Challenge. Calling on the women from the region to join them, are:

UN Women's Goodwill Ambassador to Asia and the Pacific, Cindy Sirinya Bishop: "I am thrilled to be taking part in this challenge, to raise awareness for gender equality and to empower women to push beyond their comfort zones to achieve their goals".

And Founder of Women on a Mission and HER Planet Earth, Christine Amour-Levar, "Being part Swiss - I look forward to sharing this unique experience with 60 other women from around the world. Going on a grand and exciting adventure; to discover, grow and help all women succeed and be fulfilled".

The Swiss mountains are accessible to all women, and 100% Women is seeking to highlight this via the largest, most diverse all-female rope team. Women from all cultures and of any age that have the basic level of fitness required for the ascent of about three hours can stand a chance to join through <https://www.myswitzerland.com/worldrecord/> for one of 10 places.



During the challenge, around 15 experienced female mountain guides will each take charge of the safety of four participants per rope during the ascent. The Allalinhorn was selected as a 4,000-metre peak that is suitable even for those with limited mountaineering experience. For some of the women, this could be the first 4,000-metre peak they ever climb.

The record attempt will take place between 15 and 17 June 2022. Depending on the weather, the climb will take place on Thursday or Friday. Saas-Fee will serve as the base camp, thus establishing itself as a hub for women's mountain sport.

### **Women-only travel: huge potential for Switzerland as a destination**

ST believes that female travel holds great potential for the Swiss tourism industry. Switzerland has much to offer this target group, with its varied and unspoiled natural environment. Within tourism, this trend has translated into higher demand for women-only travel. ST has responded by compiling a dedicated site: [MySwitzerland.com/women](https://myswitzerland.com/women) as part of the 100% Women initiative. It provides inspiration for many different experiences specifically tailored to women's needs. These includes 11 multi-day mountaineering, hiking and e-biking experiences led exclusively by female guides. The tours are organised by the [Mammut Alpine School \(MAS\)](#) and [out & ABOUT - Switzerland Trekking](#) and can be booked directly via their websites.

### **Be part of the world's largest all-female rope team.**

Women from the public wishing to be part of this special event stands a chance to participate via [MySwitzerland.com/worldrecord](https://myswitzerland.com/worldrecord), starting **8 March** till **15 April 2022**.

### **Detailed information and images:**

Photos: <https://sam.myswitzerland.com/pinaccess/showpin.do?pinCode=Ac5BjfcwKDMC>

Videos (low):

<https://sam.myswitzerland.com/pinaccess/showpin.do?pinCode=nanUomWNgSKF>

Videos (high): [https://transfer.switzerlandtourism.ch/\\_YpZBxHM0whsN9R](https://transfer.switzerlandtourism.ch/_YpZBxHM0whsN9R)

Photos of Cindy Sirinya Bishop: <https://bit.ly/3vDkC7U>

Photos of Christine Amour-Levar: <https://bit.ly/35SUdYU>

- Application for the ten publicly available places: [MySwitzerland.com/worldrecord](https://myswitzerland.com/worldrecord)
- Website for 100% Women – offers for women: [MySwitzerland.com/women](https://myswitzerland.com/women)

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### **Selected Women of influence from Southeast Asia**

#### **Cindy Sirinya Bishop**

Actress, Model, Host and Activist, Cindy is passionate about exploring new ways to spread her message about gender equality and women empowerment. As founder of the #DontTellMeHowToDress movement against gender based-violence, UN Women's Goodwill Ambassador to Asia and the Pacific, and BBC's 100 most influential women of 2020, Cindy uses her platform to raise awareness, educate, and inspire action. Cindy has also penned a children's book on body autonomy, respect and consent and is a devoted mother of two. This will be her first ever summit and she is excited to empower other women to push themselves to achieve their wildest dreams.

#### **Christine Amour-Levar**

Of French, Swiss and Filipina descent, Christine is a passionate champion of female empowerment and environmental conservation intent on solving some of the world's most pressing issues. She founded not one, but two award-winning non-profit organisations, Women on a Mission and HER Planet Earth, to take all-female teams on pioneering exhibitions as a way to support worthy causes. Women on a Mission empowers and supports women who have been subjected to violence and abuse, while Her Planet Earth raises funds for underprivileged women affected by climate change. Christine is also an active Board Member and Advisor to several purpose-led organisations in the Social Impact, Fintech and Cellular Agriculture spaces. A wife and mother of four, she is based in Singapore, and is on Tatler Asia's Most Influential Impact List 2020 and is one of the '100 Most Influential Filipina Women in the World' Awardees.