



100% Women.

Singapore, 13 June 2022

World Record: The world's largest women's rope team, is ready for the Allalinhorn.

This week, 80 women, including journalists and selected female Ambassadors, from 25 countries, will be setting a unique record as the world's largest all-female rope team, on the 4,027 m high Allalinhorn. Depending on the weather condition, the climb will take place on Thursday 16th or Friday 17th June 2022. This activity is part of the 100% Women initiative launched by Switzerland Tourism, with the aim of giving women visibility in outdoor sports and promoting tourism offers for women.

Increasing the visibility of women in mountain sports and promoting tourism offers that are specifically geared to the needs of women in the outdoor sector: These are the goals of the 100 % Women initiative launched in 2021. This year, Switzerland Tourism (ST) has joined forces with partners the Swiss Mountain Guides Association, Saas-Fee / Saas Valley Tourism, outdoor equipment supplier Marmut and the Grand-Hotel & Spa Walliserhof to facilitate a unique challenge in the mountains: 80 women from a wide variety of backgrounds will climb the Allalinhorn (VS) as part of the world's longest women's rope team. According to the partner organisation, the Swiss Mountain Guides Association and renowned experts in women's mountaineering, the mobilisation of such a large, all-women's rope team is a first.

A diverse rope team

On 8th March's International Women's Day, Switzerland Tourism started to call on all women to apply to be part of the Challenge. Around 850 applications, in the form of video recordings and letter of interest, were received from around the world. 10 applicants with of different backgrounds, age and nationalities, were selected from the contest. These 10 women will join the likes of Swedish-Norwegian actress and UNICEF Ambassador, Eva Röse, Ms France 2019, Vaimalama Chaves and Swiss R&B singer, Naomi Lareine, to set the world record in Switzerland.

Southeast Asia women joins the Challenge

For the first time, women from Southeast Asia will be joining the Peak Challenge. They are Cindy Sirinya Bishop, UN Women's Goodwill Ambassador, Christine Amour-Levar, founder of Women on a Mission and HER Planet Earth and Southeast Asia's contest winner, Rosalia Gitau, who is CEO of Bixie, a start-up designed for women, that will be part of the rope team.

Detailed information and existing images:

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

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

- About the challenge of the longest women's rope climb in the world: [MySwitzerland.com/worldrecord](https://www.myswitzerland.com/worldrecord)
- Tourist offers for Women by Women in Switzerland: [MySwitzerland.com/women](https://www.myswitzerland.com/women)
- Ambassadors taking part in the Challenge: <https://www.myswitzerland.com/en-sg/experiences/100-women/ambassadors-of-the-100-women-world-records/>

Switzerland Tourism.



Photos of the 100 % Women world record 2022 will follow soon after the ascent.

For further media information, please contact:

- Jennifer Chin, Switzerland Tourism Southeast Asia
- Telephone: +65 64625892. E-Mail: Jennifer.chin@switzerland.com