



**100%
Women.**

Zurich, 20 June 2022

A world record: 80 women from 25 countries climb the Breithorn together.

This week, 80 female mountaineers added a female chapter to the history of what is still an overwhelmingly male-dominated sport. As part of Switzerland Tourism's 100% Women initiative, which aims to raise the profile of women in mountain and outdoor sports, female mountaineers from Europe, the USA and countries including Iran, India, South Africa, Kazakhstan and Ecuador travelled to Switzerland. They formed the world's longest women's rope team on the Breithorn, setting a world record.

80 female mountaineers of all ages and cultural backgrounds scaled the 4,164-metre summit of the Breithorn (Valais) this week as part of the world's largest all-female rope team. Anyone with the required basic level of fitness for the ascent could apply online in advance for one of ten places open to all. The remaining spots were given to female journalists and selected women of influence from Switzerland and abroad.

Switzerland was represented by historian Marie-France Hendrikx, among others, who was visibly thrilled after the climb: "My experience of participating in this all-female adventure was filled with positive energy and enthusiasm. I would not have missed this unique event for the world," was how Hendrikx described her feelings after the climb. "The history of mountaineering and mountain sports has now been enriched with a chapter shaped by women. Our hope is that this initiative will inspire many women, both now and in the future, to write a new page in the history of this more open and inclusive discipline. Iranian mountaineer Mina Ghorbani also found the atmosphere in the all-female rope team extremely positive. "Even though we women are stigmatized, have to struggle with gender stereotypes and boundaries, we still want to play our equal part in society. This struggle is greater in my home country of Iran than in other countries. Initiatives like 100% Women make this possible for us, also thanks to connections with female climbers from Switzerland and all over the world and show that we are all pursuing the same goals." The Thai UN Women Goodwill Ambassador and actress Cindy Sirinya Bishop added: "We want to show that women should be represented and visible in all areas, including mountain sports. That is an important part of the journey to a truly diverse and equal society."

Due to the better weather outlook and safety conditions (less wind, better snow and ice textures), the ascent took place on the Breithorn on Friday instead of Thursday. This also gave the women who had arrived more time to explore Saas-Fee, which served as the base camp, and to prepare themselves – for example with a glacier training session on Längfluh. Because of the postponement, however, Zurich R&B singer Naomi Lareine could not take part in the climb, as she had already planned a concert for Friday.

**Strong female images that go around the globe**

The participants themselves made sure that the impressive images of the world record were seen right around the globe thanks to their presence on both traditional and their own social media channels. TV teams from Canada, India, Brazil and the USA were on site. Together, the participants reach over 24 million people through their own social media channels alone. Among them, for example, is the Korean actress Lee Si-young. She reaches 17 million fans with her TikTok channel.

“The initiative not only enables us to connect women and raise their profile in mountain and outdoor sports in general, but also to optimally showcase Switzerland as a mountain destination both at home and abroad,” says Letizia Elia, Member of the Executive Board of Switzerland Tourism.

The 100% Women initiative in brief

The aim of 100% Women is to raise the profile of women in mountain and outdoor sports, connect them with one other and give them a window into new experiences, with offers and campaigns designed by women for women. 100% Women achieved its first milestone last year with the ascent of all 48 four-thousanders by all-female rope teams. Over 700 women came together to make that Peak Challenge a success. With the world’s largest all-female rope team on the Breithorn (Valais), women in mountain sports and Switzerland as a destination are once again attracting plenty of attention worldwide. The initiative was launched in 2021 by Switzerland Tourism in conjunction with the Swiss Mountain Guide Association, the outdoor brand Mammüt and the Swiss Alpine Club. Destination partner Saas-Fee, the Walliserhof Grand-Hotel & Spa and myclimate were added in 2022. In line with the Swisustainable initiative, the flight emissions generated by travelling to Saas-Fee are being offset. The Walliserhof Grand-Hotel & Spa is a longstanding participant in the [Swisustainable programme](#).

Detailed information and image material:

Photos and videos, including video statements:

<https://sam.myswitzerland.com/pinaccess/pinaccess.do?pinCode=kNcS2K6Kb00d>

- Brief profiles of selected participants: <https://www.myswitzerland.com/en-ch/experiences/100-women/ambassadors-of-the-100-women-world-records/>
- World record website: [MySwitzerland.com/worldrecord](https://myswitzerland.com/worldrecord)
- 100% Women website – offers for women: [MySwitzerland.com/women](https://myswitzerland.com/women)
- [Booklet](#) containing 11 multi-day tours led by female guides

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