



For Press Information:  
ashley berkery  
[ashley@ashleycopelandinc.com](mailto:ashley@ashleycopelandinc.com)  
205.541.4445

FOR IMMEDIATE RELEASE

**2010 Climb For The Kids Inaugural Expedition:**  
**14,410' Mount Rainier**

**March 22, 2010 – Birmingham, AL** – Climb for the Kids, an initiative of The Josiah Foundation, Inc is doing exactly that this year...climbing 14,410' Mount Rainier to raise monies for children's charities. In July 2010, Dan Atchison and Adam Bickford, along with world-renowned International Mountain Guides (IMG), will begin the 14,410' climb up Mount Rainier, the highest and most glaciated volcanic mountain in the lower 48 states, located 54 miles southeast of Seattle, Washington.

Atchison says the goal of the climb is two-fold. "First, we hope to obtain 14,410 sponsors to donate whatever amount of money is laid upon their hearts, which will directly benefit Cancer Climber Association and Show Hope charities, and second, to create global awareness of The Josiah Foundation, an organization that was inspired by the life of our five-year old son Josiah Atchison before he lost his battle to an inoperable brain tumor in December 2005."

Private donors and outdoor companies like Marmot, Suunto, GSI Outdoors and Adventure Medical Kits are sponsors of the climb, providing resources that will allow Atchison and Bickford to physically make the climb, so that all 14,410 donations may be directly channeled to childrens charities.

For video blogs, Josiah's powerful story and for more information on the 2010 Exhibition Climb and how you may help, please visit the website at [www.climbforthekids.org](http://www.climbforthekids.org). Also join us on Facebook at [www.facebook.com/climbforthekids](http://www.facebook.com/climbforthekids).

###