

## **Navratilova Climbs NYC Skyscraper Nov. 10 to Prep For Kilimanjaro Ascent**

*Tennis Hall of Famer, Laureus World Sports Academy member and Cancer Survivor, Martina Navratilova preps for December 6th ascent of Mt Kilimanjaro with climb up 1 of tallest buildings in NYC. Goal is to raise money for disadvantaged children.*

**Nov. 6, 2010** - [PRLog](#) -- Navratilova Climbs NYC Skyscraper November 10 In Preparation for Mt. Kilimanjaro Journey;  
Goal Is To Raise Money for Disadvantaged Youth Around The Globe

**WHO:** Martina Navratilova, Tennis Hall of Famer and member of Laureus World Sports Academy

**WHAT:** • Interview and Photo Op with Navratilova climbing the stairs of the second-highest building in NYC (tallest unavailable for security reasons) in advance of her December 6th journey up Mount Kilimanjaro in Tanzania

- Media invited to join in the climb if they choose - all or parts of the climb
- Media in attendance will be able to arrange for live Satellite phone interviews with Navratilova while she is climbing Kilimanjaro

**WHEN/**

**WHERE** • Wednesday, November 10 at the Bank of America Tower, One Bryant Park, NYC, NY 10036

- 9:00 A.M. Start Time
- 10:00 A.M. Photo and Broadcast Opportunities on Roof
- 10:30 A.M. - 1:00 P.M. Print Media Opportunities in conference room on 48th floor

**WHY:** On December 3, 2010 Martina will begin to climb Africa's highest mountain, Mt. Kilimanjaro (19,341 ft.) in Tanzania, to raise funds for the Laureus Sport For Good Foundation – a global charity which helps over one million disadvantaged young people around the world who participate in programs that address social problems through sports. Navratilova hopes to raise in excess of \$150,000 in donations to the charity on her six day ascent. The 55-floor BOA building climb demonstrates a fraction of her challenge since it rises just 953 feet – or 4% of her ultimate climb which will, of course, also be outdoors in an uncontrolled weather environment.

The Kilimanjaro climb was one of the activities Navratilova focused on to help her get through her recent battle with breast cancer. For further motivation, Navratilova will visit the Mathare Youth Sports Association program in Nairobi, Kenya just three days before her climb. Mathare, an area generously described as a slum that is home to several hundred thousand people, was the very first program ever funded by Laureus and it has twice been nominated for a Nobel Peace Prize.

Navratilova is one of 42 legendary athletes who comprise the Laureus World Sports Academy. In that role, she and the others help raise money for the Laureus Sport For Good Foundation which then funds and draws attention to children's charities around the world that address social challenges through sports. The Laureus Sport For Good Foundation currently supports 72 programs, in 35 different countries. For further information on Laureus, please go to [www.laureus.com](http://www.laureus.com).

Donations in support of Martina's climb may be made at  
<http://www.laureus.com/get-involved/mount-kilimanjaro-climb>

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