



October 29, 2010

FOR IMMEDIATE RELEASE

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FIZIKA GROUP, LLC TO PARTNER WITH INNOVATIVE CLIMBING EQUIPMENT COMPANY

Revolutionary Low-Tech “Freedom Climber” Injects Serious Fun into Fitness

LANCASTER, Pa.—New possibilities seem endless for the Freedom Climber, an ingenious rotating climbing wall invented by Terry McCall, Lancaster-based entrepreneur and former missionary and pastor. Through its new partnership with Freedom Climber, Fizika Group, LLC adds a unique fitness experience—and some serious fun—to its comprehensive offering of products and services geared to maximize the benefits of physical education and fitness.

Easily mounted to a wall, and with only an 8-inch footprint, the Freedom Climber provides the benefits of climbing with out the risk of falling from heights or the expense of special supervision. With its patented hydraulic system, the climbing wall requires no electricity, motors or batteries; the climber’s movement causes the surface to quietly rotate, providing a vigorous cardiovascular workout with freedom from risk. It’s also environmentally friendly; the entire rubber surface of the wall is made from recycled tires, by a local manufacturer.

“The Freedom Climber came out of my own desire to move—to get up and walk away from my desk,” said McCall of the day in 2002 when he acted on this urge. Thus began four years of prototyping, during which he

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continued to work as a Minister of Discipleship at a church in Lancaster, Pa.

Asked where he acquired construction and engineering skills, McCall looked back to his childhood. “My father planted these seeds,” he said, recalling the creative environment in which he grew up. “He was mechanically inclined, always building something in the garage or adding some fun feature to our backyard—like a 10-foot-high platform to access a 100-foot zip line.” McCall went on to learn masonry as an adult, and taught in a trade school. He also worked as an estimator and eventually learned all aspects of building. “This prepared me well for the structural work of creating the Freedom Climber,” he said.

Once the prototyping was done, McCall conducted market research, primarily through trade shows focused on the fitness industry. The Freedom Climber generated immediate interest, and the first year saw installations in schools, fitness centers, military bases, apartment complexes and even a dentist’s office in Colorado.

Enthusiasm for McCall’s creation continues to build, most recently with the filming of a segment for Man Cave, a television program on the DIY Network, as well as inclusion in the furnishings of a home re-done by Extreme Home Makeover, to be aired later this year. “It was great to be invited to participate in these shows. Both have design teams that seek to create space and experiences that are unique and forward looking—reinforcing what we’ve heard as being positive about the design of the climbing wall.”

And new ideas continue to develop. McCall sees the Freedom Climber as an investment that can benefit an entire school: as training for the athletic department, part of the PE curriculum and used for staff wellness.



Another innovative application could be in after-school programming, or with anti-bullying and teamwork training. “If you put two kids on the Freedom Climber, they simply have to engage in problem solving and cooperation, to make it work,” McCall explained.

Fizika Group is a strategic marketing and product development firm that identifies and connects providers of innovative health and physical education solutions with schools across the nation and around the world. “Fizika Group is excited about the partnership with Freedom Climber. This innovative, low-tech and environmentally friendly climbing wall provides a vigorous cardiovascular workout and is adaptable to a wide variety of contexts,” said Martha Lester Harris, President/Founder of Fizika Group.

Video demonstrations can be viewed at www.freedomclimber.com.

Fizika Group, LLC is based in Lancaster, Pa., with an office in Malabar, Fla. For more information about Fizika products and services, visit www.fizikagroup.com or call 717-575-7465.