



## BRIDGECLIMB SYDNEY

# ABOUT BRIDGECLIMB

### Long Description

Connect and become part of a global, living icon and experience Sydney, its history and spectacular stories from a new perspective.

BridgeClimb Sydney is an iconic Australian experience that takes you on a journey to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge.

As you ascend to the Summit of the world's largest steel arch, you'll experience breathtaking moments, spectacular 360-degree views, and fascinating facts from our expert Climb Leaders into the engineering and cultural history of this world-famous icon, while keeping you safe and entertained along the way. With four different Climb experiences to choose from, there's something for everyone. Climbs run from dawn to dusk, delivering unique and memorable moments on every ascent. Whether it's watching the city wake at dawn, admiring the spectacular views throughout the day, taking in the romance of twilight, or the illumination of Sydney at night, each Climb will captivate your senses from beginning to end.

Since its launch on 1 October 1998, BridgeClimb has welcomed more than 4 million Climbers, including VIPs and well-known celebrities from around the world, to scale the arches of Australia's most iconic landmark.

A range of BridgeClimbs and Gift Vouchers are available, perfect for celebrations, romantic moments, family adventures or team building events. Each Climb leaves you with a sense of achievement, appreciation and a lifetime of memorable moments.

### For more information

Visit [www.bridgeclimb.com](http://www.bridgeclimb.com) or call 1300 90 80 57.

### 100 Words

BridgeClimb Sydney is an iconic Australian experience that takes you on a journey to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge.

As you ascend to the Summit of the world's largest steel arch, you'll experience breathtaking moments, spectacular 360-degree views, and fascinating facts from our expert Climb Leaders into the engineering and cultural history of this world-famous icon, while keeping you safe and entertained along the way. With every day on the Bridge unique, and each Climb a new exhilarating adventure, everyone will take something different from this unforgettable experience.

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### 50 Words

BridgeClimb Sydney is an iconic Australian experience that takes you on a journey to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge.

Climbs run from dawn to dusk, delivering unique experiences and memorable moments on every ascent.

### For more information

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### 30 Words

BridgeClimb Sydney is an iconic Australian experience that takes you on a journey to the top of the nation's most famous and celebrated structure - the Sydney Harbour Bridge.

BridgeClimb Channels / Boilerplate

BridgeClimb Sydney is an iconic Australian experience that enables Climbers to ascend to the Summit of one of the world's most famous and celebrated iron structures - the Sydney Harbour Bridge. Since its launch on 1 October 1998, BridgeClimb has welcomed over 4 million people onto the iconic arches. The attraction offers four different Climbs; Summit, Summit Insider, Ultimate and the Burrawa Indigenous experience, as well as Special Event Climbs throughout the year including The Vivid Climb.

### For more information

visit [www.bridgeclimb.com](http://www.bridgeclimb.com)

### Social Media

Sydney's iconic Harbour Bridge experience

Connect and become part of a global, living icon and experience Sydney, its history and spectacular views from a new perspective.

Follow @bridgeclimb (IG & Tw) / @bridgeclimbsydney (FB) and tag #BridgeClimb to share your experience with us

### Key brand terms - rules

- Bridge
- Summit
- Climb/s
- Climber/s
- Climb Base

# CLIMB PRODUCT NAMES & POSITIONING STATEMENTS

## Summit

Absorb a 360-degree panorama of Sydney on our original Climb experience

## Summit Insider

A journey through the cathedral of steel, along the lower arch, to the Summit

## Burrawa Indigenous experience

Scale to the Summit with an Indigenous Storyteller as your guide

## Ultimate

Conquer the entire Bridge from South to North, and back again

## Product name - rules

When mentioned within an external non-branded environment, the brand name must be used before the product name:

- **BridgeClimb Summit**
- **BridgeClimb Summit Insider**
- **BridgeClimb Burrawa - Indigenous experience**
- **BridgeClimb Ultimate**

# SHORT PRODUCT DESCRIPTIONS (50 Words)

## BridgeClimb Summit

Experience the breathtaking 360-degree panoramic views of Sydney whilst scaling the iconic Sydney Harbour Bridge on BridgeClimb's original Climb experience. Feel on top of the world while you journey along the upper arch to the peak of an Australian icon, soaking in the uninterrupted views across the Harbour and City skyline.

## BridgeClimb Summit Insider

Step-by-step you'll journey along the lower arch, through the heart of the Bridge, before bursting through to the Summit. Surrounded by beams of steel and the hustle and bustle of the traffic below, you'll truly appreciate the Bridge's beauty, as well as the breathtaking views that surround you.

BridgeClimb Burrawa - Indigenous experience

Immerse yourself in Sydney's Aboriginal history and unbeatable 360-degree views, as our Indigenous Storyteller takes you on a journey to the top of the Bridge. This unique Climb experience offers an unrivalled view of the Indigenous landmarks around Sydney Harbour, while hearing the stories of our First Nations people.

## BridgeClimb Ultimate

Going where no Climb has gone before, the Ultimate Climb is the most adventurous Climb experience in BridgeClimb's history. The first of its kind allowing climbers to conquer the entire breadth of the legendary "Coat hanger" from South to North, and back again.