

Atlanta Rocks! Indoor Rock Climbing Gym to Close

After 25 years of Helping Atlanta Climbers Reach New Heights

For Immediate Release

ATLANTA —Atlanta Rocks! Climbing Gym, the city’s first indoor rock climbing gym is closing its doors, on December 31, 2018.

Since opening, Atlanta Rocks! has delighted hundreds of thousands of climbers with challenging climbing on realistic rock walls, and served as a classroom for patrons in need of a different kind of “high.” After nearly a quarter of a century in business, Atlanta Rocks! Co-founder Greg Perry reflected on the significance of the climbing landmark to Atlanta. “If these walls could talk,” he began, “they would tell stories of celebration, of triumph over adversity, of new-found love, and of personal transformation. These walls would speak to the dedication and professionalism of our hard working, safety-conscious staff. They would speak fondly of our loyal customers for whom the gym has been a sanctuary from the stresses of life.” But the gym has been about much more than the experiences of its customers, Perry continued, “Atlanta Rocks! has offered many hundreds of Atlantans their very first job and served as an incubator for other climbing businesses that have opened in the metro area -- some of which have been started by former members of our youth climbing team.”

Atlanta Rocks! has also been the ever-so-cool backdrop for myriad television shows including Bad Girls Club, DIY Network, It’s Me or the Dog, MTV Diaries with Ludacris, Property Brothers, Real Housewives of Atlanta, and T.I. & Tiny. Climbers at Atlanta Rocks! have enjoyed mingling with celebrity guests like Deone Branch, the US Army Golden Knights, Woody Harrelson, Nathan Parsons, Alex Pettyfer, Eddie Kaye Thomas, and Shailene Woodley as well as local celebrities that include former Mayor Bill Campbell, comedian Jeff Foxworthy, *Homeland*’s Morgan Saylor, musical groups and musicians Collective Soul, Ludacris, and Usher, consumer advocate Clark Howard, and Bert Weiss of The Bert Show.

“Although we would have loved to keep the gym open for another 25 years,” observed Atlanta Rocks Co-founder, Peter Bloeme, “in the end, the quickening pace of redevelopment of nearby commercial/industrial properties to higher uses, and the uncertainties and rising costs that come with such redevelopment, signaled to us that the time was right to retire from this market.”

Even though Atlanta will be losing a piece of climbing history at year’s end, there’s still time to make memories and enjoy the challenging climbs on Atlanta Rocks! sculpted walls. Visit www.atlantarocks.com for hours of operation and to learn more about upcoming special events including “Climb-On...Until We Meet Again” a gala beginning at 6 pm on Saturday, December 29, 2018, featuring music, good food, old friends and — of course — plenty of climbing. Atlanta Rocks! will offer roll-back prices on climbing for the month of December with daily climbing rates of just \$12.50.

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