



**BRIDGECLIMB
SYDNEY**

About **BRIDGECLIMB**

LONG DESCRIPTION

BridgeClimb Sydney is an iconic Australian experience that offers a unique way to explore Sydney and discover one of the nation's most famous and celebrated structures – the Sydney Harbour Bridge.

The moment you step onto the Bridge, you will experience breathtaking moments, spectacular views, and learn fascinating facts from our expert Tour Guides who will share the engineering and cultural history of this world-famous icon, while keeping you safe and entertained along the way.

With a variety of Bridge experiences to choose from, there's something for everyone. From dawn to dusk, BridgeClimb delivers unique and memorable moments on every journey. 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 experience will captivate your senses from beginning to end.

Since its launch on 1 October 1998, BridgeClimb has welcomed more than 4.5 million guests, including VIPs and well-known celebrities from around the world, to journey the arches of Australia's most iconic landmark.

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

For more information, visit www.bridgeclimb.com or call +61 2 8274 7777.

100 WORDS

BridgeClimb Sydney is an iconic Australian experience that offers a unique way to explore Sydney and discover one of the nation's most famous and celebrated structures – the Sydney Harbour Bridge.

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With every day on the Bridge unique, everyone will take something different from this unforgettable experience.

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50 WORDS

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30 WORDS

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BRIDGECLIMB CHANNELS / BOILERPLATE

BridgeClimb Sydney is an iconic Australian experience that offers a unique way to explore Sydney and discover one of the nation's most famous and celebrated structures - the Sydney Harbour Bridge.

Since its launch on 1 October 1998, BridgeClimb has welcomed over 4.5 million people onto the iconic arches. The attraction offers five different Bridge experiences; Summit, Summit Insider, Ultimate, the Burrawa Aboriginal Climb, and the UnderBridge Walk, as well as Special Event Climbs throughout the year including The Vivid Sydney Climb.

For more information visit www.bridgeclimb.com

KEY BRAND TERMS - RULES

- **BRIDGE**
Capital B on any use of 'Bridge'
- **SUMMIT**
Capital S on any use of 'Summit'
- **CLIMB/S**
Climb is capitalised when using it to describe a product or the experience - eg. The Climb.
But not when using it as the verb - eg. You will climb / climbing
- **CLIMBER/S**
Our customers or guests who climb the Bridge. Climbers does not need to be capitalised.
- **CLIMB LEADER & TOUR GUIDE**
Always capitalise "Climb Leader" and "Tour Guide" when referring to the official roles within BridgeClimb.

This applies in all contexts, including:
 - Sentences: You'll be led by your Climb Leader across the iconic Bridge.
 - Dot points: Expert guidance from your Tour Guide throughout the experience.
 - Titles and headings: Meet Your Climb Leader
- **BRIDGECLIMB BASE**
Customer-facing area of BridgeClimb from public entrance/check-in to the Bridge (ie. Arch 1 & Arch 3)

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 Ultimate**
- **BridgeClimb Burrawa - Aboriginal Climb experience**
- **BridgeClimb UnderBridge Walk**