

MEDIA RELEASE

GUINNESS WORLD RECORD FOR MOUNT KINABALU



Mountain Torq's via ferrata (iron road in Italian) on Mount Kinabalu at 3,776 metres above sea level has been certified by Guinness World Records as the world's highest. Located in the state of Sabah, Malaysia, Mount Kinabalu (4095m) is the highest accessible mountain in Southeast Asia.

A via ferrata is a mountain path which comprises of a series of rungs, rails and cables embracing the rock face. There are more than 300 via ferrata routes worldwide, predominantly in Italy, Germany, and France, among others.

A copy of the certification was officially presented to Sabah Park Deputy Director, Dr. Jamili Nair, witnessed by Sabah Tourism Board Chairman, Datuk Tengku Zainal Adlin, at a ceremony in Kota Kinabalu on Tuesday.

Dr. Jamili stated that this recognition will be a value added bonus with respect to conservation efforts and tourism attraction at Kinabalu Park, Malaysia's first World Heritage Site. Sabah Park believes it will boost the attention and appreciation for outdoor lovers throughout the world.

“This is an honour and a privilege to be recognised by the global authority on world records and we are deeply appreciative to Sabah Tourism Board for their support and active promotional drive across Asia,” said Wilfred Kok, founder of Mountain Torq.

Mountain Torq currently operates two via ferrata routes. For seasoned climbers, the company offers the *Low’s Peak Circuit* while *Walk the Torq* route is designed for novice climbers and family groups with members aged 10 years and above.

Mountain Torq is committed towards ecotourism and believes in developing the talents of the local community by providing training and employment opportunities.

Since its inception, about 5,000 people have completed the routes.

For more information on Mountain Torq’s via ferrata, kindly visit its website at www.mountaintorq.com or contact the Sales and Marketing Director, Ms Quek I-Gek at +60 19 813 8162/+60 88 268 126 or via email at i-gek@mountaintorq.com

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