

## **Crux Collective invests \$2.9 million in Brooklyn- and Long Beach-based climbing gyms**

*The investment group exists to empower local climbing gym owners and operators to sustain and prosper in their communities*

**AUSTIN, Texas (July 16, 2020)**—Crux Collective, an investment group dedicated to empowering local climbing gym owners to sustain and prosper in their communities, today announced it will invest a total of \$2.9 million in two U.S.-based climbing gyms: [VITAL Climbing Gym](#) (VITAL) in Brooklyn, New York, and [Long Beach Rising](#) in Long Beach, California.

Founded by Kevin Goradia, Grace Nicholas and Alejandro Navarro—the executive team behind Austin, Texas-based [Crux Climbing Center](#)—Crux Collective provides climbing gyms with capital, operational support, and marketing and branding insights.

“Climbing is inherently a social sport, and we believe that climbing gyms should reflect that sense of community,” said Kevin Goradia, co-founder of Crux Collective. “Until now, gyms looking for capital have been forced to turn to corporate entities that could dismantle the gym’s foundational staffing and operations. We invest in gyms with a strong team and culture, serving as an advisor to help sustain and scale their businesses while honoring the integrity of their core visions.”

Crux Collective invests in gyms that have a strong brand, committed membership base and forward-thinking leadership team. The Collective seeks to amplify a gym’s already strong culture through strategic business and branding guidance. Long Beach Rising is located in southern California and emphasizes personal growth and success through climbing. The gym serves as an outlet for climbers to build themselves up so they can positively impact the world around them.

“We built Long Beach Rising to be a reflection of a climber’s lifestyle and of our unique community,” said Grayston Leonard, founder of Long Beach Rising. “Long Beach Rising has a purposely small footprint to ensure we capture our members’ needs, something larger gyms frankly can’t do. We created a space for young professionals to work remote, build relationships with each other and feel safe. We will use funding from the Crux Collective to expand our offerings and ensure that our space remains representative of our members and their lifestyles.”

VITAL is a 24/7 bouldering-only gym with locations in California, Washington and New York. It plans to use its funding from Crux Collective for its new Brooklyn, New York facility.

“Climbing gyms bring people together—and we need that now more than ever. Climbing gyms started by catering to a niche customer base, but have evolved into important community hubs for the neighborhoods we operate in,” said David Sacher, co-founder of VITAL. “We are excited to provide not only great places to climb, but places where people can build lifelong friendships, skills and memories that they will carry with them for the rest of their lives.”

Crux Collective is actively seeking new investment opportunities. For more information, contact [info@crux-collective.com](mailto:info@crux-collective.com).

**About Crux Collective**

Crux Collective provides business resources to locally-owned and operated climbing gyms seeking capital, operational support, and marketing and branding insights. The Collective exists to empower local climbing gym owners to sustain and prosper in their communities without compromising their gyms' unique identity. The Collective was founded by Kevin Goradia, Grace Nicholas and Alejandro Navarro, the executive team who grew Crux Climbing Center into a multi-location, multi-million dollar climbing gym in Austin, Texas, in just four years. For more information contact [info@crux-collective.com](mailto:info@crux-collective.com).

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