



MCofS News Release

23 June 2011

For immediate release

MCofS YouTube Channel Hits 100,000 Downloads

The Mountaineering Council of Scotland (MCofS) YouTube Channel has reached the 100,000 downloads mark this week.

Visit <http://www.youtube.com/user/MtnCouncilScotland> to see the range of videos on the MCofS YouTube channel.

The MCofS channel on YouTube is a great place to find useful information, especially on issues relating to mountain safety. Three video clips in particular have achieved a phenomenal number of downloads. The top three videos on the channel are: "Crevasse rescue" (39,000), "Roping up for glaciers" (30,000) and "Ice axe self arrest" (23,700).

However, the MCofS channel doesn't just contain videos about winter safety. Videos about aspects of year-round mountain safety include "Water hazards in the mountains", "When lightning strikes" and "Ticks".

MCofS Mountaineering Development Officer, Kevin Howett, said: "Our YouTube channel is providing a great service and lots of hill walkers and climbers are picking up some great tips from watching our videos."

MCofS Membership Development Officer, Mike Dales, said: "The MCofS has put a lot of effort into making a series of safety related videos and DVDs; so it is fantastic that so many mountaineers are visiting our channel and learning from the clips that we are showing on our YouTube channel."

The full length versions of the MCofS safety DVDs can be purchased by visiting the MCofS shop at: <http://www.mcofs.org.uk/shop-dvds.asp>.

For further information contact Mike Dales on mike@mcofs.org.uk or 01738 493 942 or go to the MCofS website at: <http://www.mcofs.org.uk>.

Ends

Notes for Editors:

The Mountaineering Council of Scotland (MCofS) acts to represent, support and promote Scottish mountaineering.

MCofS is a membership organisation with 10,500 members representing hill walkers, climbers and mountaineers, funded through a combination of membership subscriptions, grants, and investment from sportscotland, which supports public initiatives and services in mountain safety, mountain weather information services, mountain leader training and the development and promotion of mountaineering activities. MCofS is a not for profit company limited by guarantee and incorporated in Scotland. Company number SC322717.