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FOR IMMEDIATE RELEASE

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International Pole Sports Federation's 2012 World Pole Sport Championship

LONDON, ENGLAND -- JUST days before the start of the 2012 London Olympics, the world's finest pole sports athletes will come together to compete for the title of the first 2012 IPSF World Pole Sport Gold Medal Champion.

Since its arrival on the mainstream fitness scene, pole fitness, as a sport, has seen a dramatic increase in the number of its athletes and has doubled in popularity annually across the world.

Far from being just about pole dancing, pole sports or 'vertical gymnastics', requires strength, athleticism, creativity, and grace. And pole sports athletes across the world are ready to get their sport recognized by the greatest sporting event in the world, the Olympic Games.

Hosted by the International Pole Sports Federation (IPSF), it's hoped that this year's World Pole Sport Championship, to be held at the Seymour Leisure Centre in London on July 19th and 20th, will serve as the foundation of the future of pole sports as an Olympic competition.

There are three separate categories in which competitors can qualify for: Women's Singles, Men's Singles, and Doubles. The top athletes of each category will be awarded the International Pole Sports Federation's gold, silver, and bronze medals.

The IPSF is an organization for promoting athletic competition in pole sports and uniting pole sports athletes around the world. Its aim is to make pole sports more prominent in the sports community and to get pole sports competitions in major global sporting events such as the World Games and the Olympics.

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