

# CELEBRATING THE DESCENT OF THE CENTURY.

The Big Rappel at  
The Empire State Building  
Impact Report.



OUTWARD  
BOUND

THE  
BIG  
RAPPEL  
AT THE EMPIRE  
STATE BUILDING

# THE FIRST EVER RAPPEL OF THE WORLD'S MOST FAMOUS BUILDING.



September 2024

This keepsake book celebrates a moment in history –  
The Big Rappel at the Empire State Building on Monday 6th May 2024.

I saw in New York with my own eyes the courage, bravery and determination shown by every single person involved in the event. There was an incredible feeling of teamwork and collaboration, to enable young people to have their own life-changing adventure in the outdoors. In today's increasingly complex world, the powerful and important work that Outward Bound does is needed more than ever before.

**The Big Rappel was truly something special. You should be very proud of what you achieved.**

On behalf of all of us at Outward Bound, we are extremely grateful for your amazing commitment and support.

Thank you so much,

**HRH Princess Beatrice**  
Trustee of The Outward Bound Trust



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# THE DAY WE MADE HISTORY. AND INSPIRED A GENERATION.

On Monday 6th May 2024 a fearless few made a rope descent of the world's most famous skyscraper, The Empire State Building in New York - a challenge that had never been attempted before and may never be attempted again.

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# 1,454 FEET. 103 FLOORS. 1 OPPORTUNITY.

Participants started their descent from the spectacular uppermost platform immortalised by the 1930s film 'King Kong' - a total height of 1,454 feet (381 metres). The equivalent of 101 London double decker buses stacked on top of each other.



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**BUILT IN JUST 1 YEAR AND 45 DAYS  
AGAINST ALL ODDS IN THE GREAT DEPRESSION,  
THE EMPIRE STATE BUILDING IS ONE OF THE  
GREATEST EVER FEATS OF ENGINEERING.**

It stands today, not just as an architectural wonder,  
but as a symbol of what can be accomplished when people work  
together to overcome adversity and achieve the impossible.

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The rappel commenced from  
the highest accessible point  
from inside the building  
Level 103 to Level 90 - and  
then from Level 81 to Level 30;  
a fifty-storey descent.





THE  
PARALLELS WITH  
OUTWARD BOUND  
ARE CLEAR.

WE BOTH REPRESENT WHAT CAN HAPPEN WHEN  
CHALLENGE AND DOUBT ARE MET WITH  
RESILIENCE, IMAGINATION & BELIEF.



THIS IS EXACTLY WHAT  
HAPPENED ON  
MONDAY 6TH MAY 2024.



23 PARTICIPANTS

2KM OF ROPE

# OUR GOAL WAS SIMPLE

To raise vital funds in support of Outward Bound experiences around the globe and remind the world of what can be achieved when determined people come together.





JARED LETO



001



GIO BENITEZ



002



# LIVE TV COVERAGE IN THE US & UK

Plus **1,544** pieces of coverage in **44** countries throughout the world, reaching **87 million** people. In all, this amounted to a total advertising value equivalency (AVE) of **\$22,590,084**.



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“REMEMBER TO  
LOOK AROUND YOU,  
SOAK IT UP AND  
TAKE IN THE VIEW.”

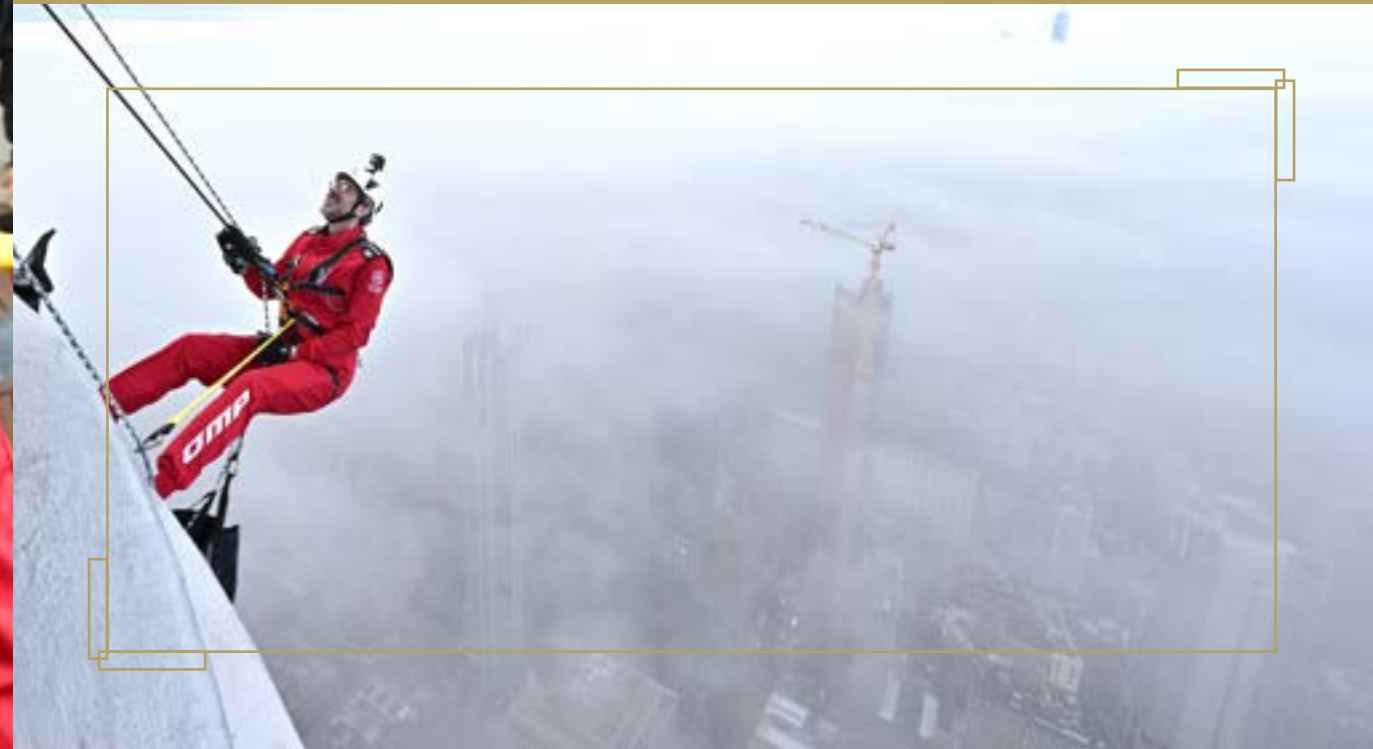
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TONY & SHELLY MALKIN

003 & 004



WE ARE ETERNALLY GRATEFUL  
TO TONY & SHELLY MALKIN &  
THE ENTIRE EMPIRE STATE BUILDING  
TEAM FOR ENABLING THIS INCREDIBLE  
EVENT TO HAPPEN.





\$30 MILLION  
RAISED

Your support will show young people anything is possible.

JENNI LOPEZ

OVER 10,000 YOUNG  
PEOPLE SUPPORTED  
TO HAVE THEIR OWN LIFE  
CHANGING ADVENTURES.



At 16, I had the opportunity to go to North Carolina on an Outward Bound expedition.

Having only known the city my whole life, I was a little hesitant at first, but I took the opportunity. And I'm so glad I did. This experience came with many firsts — my first time leaving the city, my first time seeing stars, my first time experiencing complete darkness AND my first time whitewater rafting.

This unique experience shaped me into who I am today.

JENNI LOPEZ  
NYC OUTWARD BOUND SCHOOLS ALUM



OUTWARD BOUND AND EMPIRE STATE REALTY TRUST WORKED TOGETHER IN PARTNERSHIP TO INSPIRE THE NEXT GENERATION TO REACH BEYOND THEIR COMFORT ZONES AND ACHIEVE MORE THAN THEY EVER THOUGHT POSSIBLE.

**EMPIRE STATE**  
REALTY TRUST

THE  
**EMPIRE STATE**  
BUILDING



VIN MURRIA



006



SUNIL BHALLA

007



PAUL ROWLEY



PETE HENRICKSON



600

DEAN HENRICKSON

010



AVNISH GOYAL



011

BILL ROBERTS

# WORLD RECORD

012



# BREAKERS

The Big Rappel saw the most money raised for a charity abseil.

At 80 years of age, Bill Roberts is now also officially the oldest person ever to have descended The Empire State Building.

WE'RE GRATEFUL TO THE ORGANISATIONS WHO SUPPORTED OUR FEARLESS FEW SCALE, AND DESCEND, NEW HEIGHTS.



Official Rigging Provider



Official Travel Provider



Official Hospitality Provider



Official Rappel Suit Provider



Official Hub Venue



Official Accommodation Provider



Official Apparel & Footwear Provider

**Karen Cummings-Palmer**  
Official Wellness Curator  
Official Wellness Products:

Altrient

ANCIENT  
+BRAVE

The Neutrient logo features a stylized icon of a cluster of black dots connected by thin lines, resembling a molecular or cellular structure. Below the icon, the word "NEUTRIENT" is written in a bold, sans-serif font.

NEUTRIENT



GUY WILLIAMS

013





ORLA WILLIAMS



014

POPPY MACGEACHY



015

JOE WILLEY

016



ADAM GOSLING



ALFIE BOE



“KEEP YOUR  
BREATH STEADY  
AND ENJOY IT.”

018

JACK BARDAKJIAN



KATIE CROSS



020

DARREN RICHMAN



021



DOUG GRABE



022

DAVID HEMPLEMAN-ADAMS



BRAVERY  
WILL GET YOU  
ANYWHERE

023



**THE  
BIG  
RAPPEL**  
AT THE EMPIRE  
STATE BUILDING

## IN NUMBERS

23 PARTICIPANTS



2KM OF ROPE



LIVE TV COVERAGE IN BOTH THE US & UK



1,544 PIECES OF COVERAGE IN 44 COUNTRIES  
THROUGHOUT THE WORLD, REACHING 87 MILLION PEOPLE



\$3 MILLION DOLLARS - THE MOST EVER MONEY RAISED  
FOR A CHARITY ABSEIL

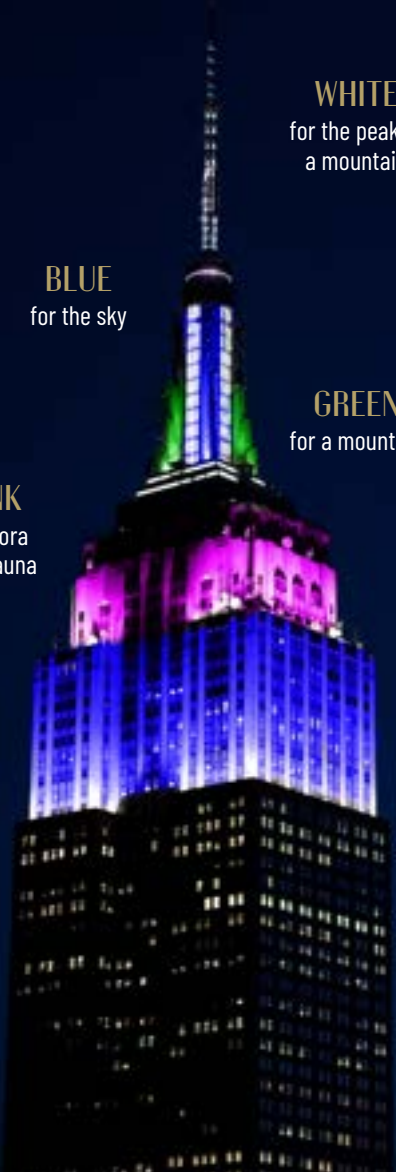


A TOTAL ADVERTISING VALUE  
EQUIVALENCY (AVE) OF \$22,590,084



OVER 10,000 YOUNG PEOPLE SUPPORTED TO HAVE  
THEIR OWN LIFE-CHANGING ADVENTURES

THE SKY LIT UP FOR OUTWARD BOUND  
ON THE EVENING OF THE 6TH MAY 2024.



**WHITE**

for the peak of  
a mountain

**BLUE**

for the sky

**GREEN**

for a mountain

**PINK**

for flora  
and fauna

**BLUE**

for water



**OUTWARD  
BOUND**

“Go ahead and do things, the bigger  
the better, if your fundamentals  
are sound. Avoid procrastination.  
Do not quibble for an hour over things  
that might be decided in minutes.  
However, if the issue at stake is large,  
stay as long as the next man, but go  
ahead and do things.”

**JOHN J. RASKOB**

Builder of the Empire State Building  
in 1 year and 45 days

**THE  
BIG  
RAPPEL**  
AT THE EMPIRE  
STATE BUILDING