



Press release

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Europe's first "Adventure Campus" founded in Treuchtlingen

Starting in October 2010, the first academic "Adventure Campus" in Europe will offer innovative degree programs.

Through the integration of regional recreational activities and academic degree programs, a new style of university education is available in the district of Weissenburg, indeed one-of-a-kind in Europe. The University of Applied Management is continuing its positive development of recent years with a new series of trend-setting programs in the areas of Sports, Events, Recreation and Adventure at their new campus location in Treuchtlingen, starting in October 2010.

"Leisure and recreation are areas of life that will massively expand in the coming years and decades." Says the president of the university, Prof. Dr. Dr. Christian Werner, and refers to specific studies. The fact that not only familiar opportunities will be expanded and improved is obvious. "In the long term, only programs offering something special and businesses that are professionally run by well-trained managers will prevail." says Werner. Therefore, both Leisure Management and Adventure Management belong to the list of new study opportunities.

The Nature Park Altmühltal provides ideal conditions for the new programs. Here, students not only study economic, psychological and sociological aspects, but also gain relevant practical experience. "Leisure or Adventure Management is not for mere desk-workers," Werner said, "So students also acquire the necessary practical skills to actively participate in daily business."

In Treuchtlingen, participants will get more in this regard than they could possibly imagine. The palette of possibilities involves activities "on land, in the sea and in the air", ranging from mountain biking and rock climbing to rafting, canoeing, sailing, surfing, and diving, and even the experience of a high ropes course or parachuting.

In addition to the academic programs at the Adventure Campus, non-academic certificate programs or short courses are also offered. Furthermore, the campus is the ideal location for foreign students and groups to participate in "Summer Schools", as well as the hosting of international meetings, symposia and conferences. With these events, the campus will have a special international flair.

Making history

After city council and county council decided unanimously in favor for the University location Treuchtlingen, Mayor Werner Baum, Prof. Dr. Dr. Christian Werner and Chief Administrative Officer Franz-Xaver Uhl officially signed the contracts on Friday, March 26, 2010. All agree that this day is a special event in the history of the city and county Weissenburg-Gunzenhausen. Mayor Werner Baum, Chief Administrative Officer Franz-Xaver Uhl and MdL Gerhard Wägemann brilliantly reported on the hard work of recent months.

The campus in Treuchtlingen

The main campus is located in the center of Treuchtlingen. The beautiful "park-like" grounds provide approximately 4,700 square meters of usable space. Students will enjoy top-of-the-line seminar rooms, as well as coaching rooms and lounges. A media area including a studio hall complete with stage and full lighting and sound systems provide budding music & culture managers, media managers or event managers many interesting practice opportunities. In addition, 60 single rooms and apartments, as well as extensive recreational facilities such as bowling and darts, table-tennis, billiards and more are available. A spacious dining hall and a top-equipped kitchen with a sunny terrace and large open spaces complete the picture. Here, students in Hotel Management can gain practical experience as their fellow students are busy enjoying the campus facilities.

The external sites of the university

Aside from the main campus facilities, the Adventure Campus also includes several other nearby external sites where students can acquire the "adventure" experience. "These are the kind of study conditions that I dreamed of as a student," says Werner with increasing enthusiasm, "Our partner university in Canada is an international leader in Adventure Management, and now we can play at their level due to our integration of learning opportunities."

"land-based"

- Stone quarry (cliffs) with rock climbing and seminar cabin
- Mountain bike tracks including trials and downhill
- 2 cabin-villages in forest area with accommodation, seminar cabins, open fire place in our own forest land; also suitable as a Language Camp
- City sport and leisure facilities (gymnasium, soccer field, tennis courts, spa, etc.)

"sea-based"

- Water sports center on the large lake Brombach: sailing, surfing, diving, etc.

- Seminar and overnight accommodation in a separate cabin village
- Entry point on the river Altmühl for rafting, canoe trips, etc.

“air-based”

- Ropes courses (high and low) in their own forest area
- Airfield with a parachute-jumping facility with its own supply, warehouse and training rooms

Additional services, in cooperation with the county

The Altmühltal park offers an exceptional framework for the new programs. In the current design, opportunities for sport, recreation and leisure are far from exhausted. However, the county has even more to offer. The Adventure Campus students also will have access to a large outdoor theater and will be able to explore countless natural rock cliffs, rugged landscapes and abandoned mines.

Comprehensive Study

Overall, the Adventure Campus in Treuchtlingen is ideal, not only for sports, event, leisure and adventure managers, but also for media managers, music & culture managers, intercultural managers and hotel managers. Students of other industry specific programs, such as Trade Management, also get the chance to enjoy the many benefits of the new campus.

With such flexible facilities, complete programs can be relocated to the campus or separate individual onsite phases can be offered in a customized plan. The many options for study will be consistently expanded in cooperation with all partners in the district, so that the Adventure Campus will gradually develop from single program offerings into a large multi-program campus. Ultimately, the goal is to make studying a truly unique and awesome experience.

Interested parties are welcome to arrange a personal consultation by phone:

01803-110004.

www.adventure-campus.com

Adventure Campus (Treuchtlingen) Programs:

Sport Management (Bachelor & Master) with majors in:

- Sports Management
- Event Management
- Leisure Management
- Adventure Management



Business Administration (Bachelor) with majors in the following industry sectors:

- Music & Culture Management
- Intercultural & International Management
- Media Management
- Trade Management
- Hotel Management

Special programs in cooperation with other providers

- Media Technology