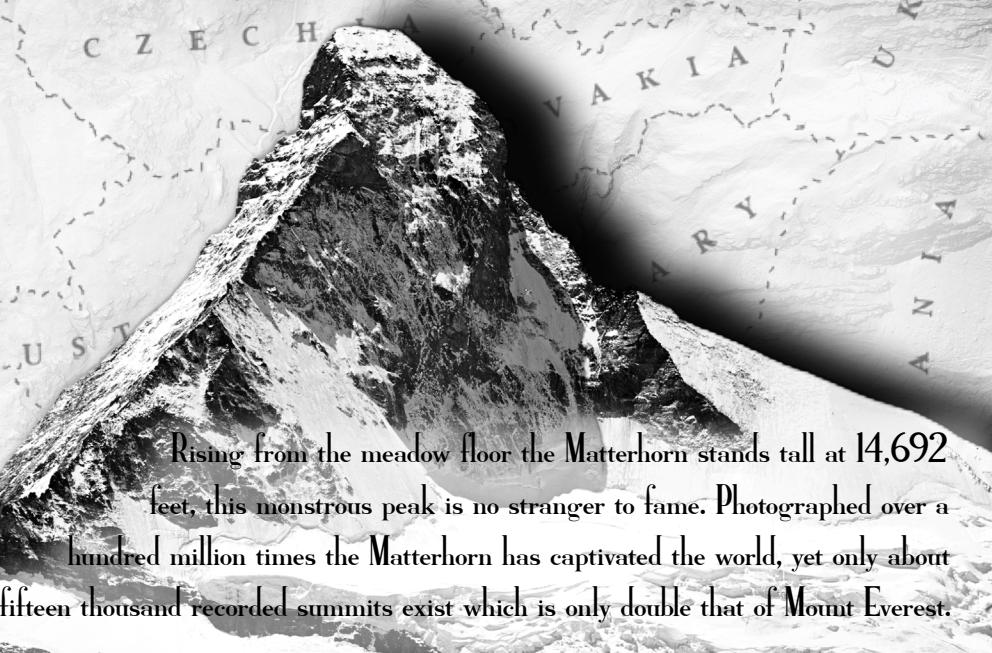


# Matterhorn

## The Icon Peak

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Rising from the meadow floor the Matterhorn stands tall at 14,692 feet, this monstrous peak is no stranger to fame. Photographed over a hundred million times the Matterhorn has captivated the world, yet only about fifteen thousand recorded summits exist which is only double that of Mount Everest.

The Matterhorn holds a unique reputation as an iconic peak, yet remains an elusive summit for climbers and mountaineers alike. First summited on July 14th, 1865, the Whymper team ascended the most common route today, the Hörnli Ridge, which is now equipped with a via ferrata - a bolted route consisting of ladders and cables. This momentous achievement took a morbid turn when only four out of the original party returned. Though it was the first official summit, the attempt would forever be known as "The Matterhorn Disaster." Three days later, a two-man team summited and safely returned via the slightly more treacherous Italian Route.

Today, people from all over the world visit the surrounding Swiss and Italian villages to witness the majesty of the peak, summit the Hörnli Ridge via ferrata with a guide, or embark on one of the three other routes. Due to its vast climbing history, repeated photography, and breathtaking views, the peak has cemented its place in worldwide pop culture. Many American viewers may recognize the Matterhorn from Matterhorn Bobsleds at Disneyland, which was built in 1959 after Disney's CEO at the time returned from a trip to the Swiss Alps.

Some chocolate lovers might argue that the deliciously iconic Matterhorn owes a bit of its fame to its cameo on the Toblerone Chocolate Bar. Invented in the early 1900s, Toblerone quickly became known not only for its unique shape and smooth flavor but also for the mountain that adorned its packaging. The sharp, pyramid-like peaks of the Matterhorn became forever linked to the beloved Swiss treat. This iconic symbol of pop culture and mountaineering history will stand for eons to come, continuing to inspire awe in those who may be lucky enough to summit or witness its towering presence.

