

BlckPanda Creative Donates Website Design for Firefighters Benevolent of Davie's Rock the Climb 9/11 Memorial Stair Climb

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BlckPanda Creative, a Davie-based website design and search engine optimization agency, donated the design and development of rocktheclimb.net. The site is the official website for the 2nd Annual Rock the Climb 9/11 Memorial Stair Climb. The Firefighters Benevolent of Davie hosted the event on September 11, 2026, at the Guitar Hotel at Seminole Hard Rock Hotel & Casino in Hollywood, Florida, in partnership with Seminole Hard Rock.

Rock the Climb honors the 343 firefighters and the many first responders, civilians and military personnel whose lives were forever changed on September 11, 2001. Participants chose a 110-story, 72-story or 36-story course. The full 110 stories match the height of the Twin Towers. The field included firefighters climbing in full turnout gear with self-contained breathing apparatus, firefighters in athletic wear, and members of the public. Organizers opened the climb to first responders, veterans and community members of every fitness level, and finishers received a commemorative medal and swag bag.

Registration proceeds benefited the Wounded Veterans Relief Fund and the Firefighters Benevolent of Davie. The Wounded Veterans Relief Fund is a veteran-led nonprofit that provides one-time emergency financial support and critical dental care to wounded and disabled military veterans throughout Florida.

BlckPanda Creative contributed the full website at no cost to the organization. Built on WordPress, the site brings the event's mission, venue details, beneficiary information and registration into a single mobile-responsive hub. An About the Climb page explains why the event exists and what each climber represents. A dedicated sponsor page recognizes the businesses and organizations that supported the climb, while a Become a Sponsor page gives prospective partners a direct path to get involved. A hotel room block page serves climbers traveling from outside South Florida. Registration buttons send visitors directly to the event's RunSignup page, and a post-event photo gallery now gives climbers and families access to images from the day.

"When you're putting on an event at a venue like the Guitar Hotel, the website is the first thing climbers, sponsors and families see," said Kenneth Grant, Treasurer of the Firefighters Benevolent of Davie. "BlckPanda Creative gave us a site that matched the weight of what this day means, and they did it as a gift to the cause. That let us keep our focus, and our funds, on the veterans and firefighters we climb for."

The sponsor showcase was a central feature of the build. Rock the Climb's 2026 supporters ranged from national brands to South Florida fire service organizations and neighborhood businesses. They included Draeger, Scott Safety, Coca-Cola, TD Bank, Mission BBQ, HCA Florida Healthcare, Memorial Healthcare System, the 9/11 Education Foundation, the Florida Firefighter Safety and Health Collaborative, the Fire Chief's Association of Broward County, IAFF Local 2315 and the Davie Fire Cadets. The site displays each sponsor's logo with a link to its website, giving partners visibility that continues well beyond event day.

"The firefighters in Davie are our neighbors, and September 11 is a day none of us take lightly," said Lior Manelis, Founder and CEO of BlckPanda Creative. "Our team builds websites for businesses every day. Building one for an event that honors the 343 and supports Florida's wounded veterans was an easy yes. We wanted climbers and sponsors to land on a site that felt as serious and as proud as the climb itself."

The design direction reflected the tone of the event. The homepage opens with the theme of honor and remembrance, followed by a short statement of the climb's purpose, the 110-story milestone and the date of September 11, 2001. Additional sections cover the beneficiary, highlights from the previous year's climb, the full sponsor roster and the venue. A closing call to action invites visitors to climb, sponsor or return for photos, so each audience finds its next step without searching.

"A memorial event is not a product launch, and the site shouldn't feel like one," Lior Manelis said. "We kept

the structure simple and let the photos, the mission and the sponsors carry it. Every page answers one question for one visitor, whether that's a firefighter registering in full gear, a family member looking for photos or a business deciding to sponsor next year."

The 2026 event was the second year of Rock the Climb. The inaugural climb in 2025 was also held at the Guitar Hotel, with proceeds benefiting the Gary Sinise Foundation and the Firefighters Benevolent of Davie. The Guitar Hotel opened in October 2019 as part of Seminole Hard Rock's $1.5 billion resort expansion. Seminole Hard Rock Hotel & Casino Hollywood is the flagship integrated resort of Hard Rock International, which is owned by the Seminole Tribe of Florida. Organizers describe the guitar-shaped tower as a powerful backdrop for a day of remembrance.

Rocktheclimb.net remains live after the event. It hosts event photos, sponsor recognition and information about the climb's mission as the Firefighters Benevolent of Davie looks ahead to future years.

BlckPanda Creative is a digital marketing agency headquartered at 4001 S.W. 47th Ave., Suite 202, in Davie, Florida. Founded by Lior Manelis and Kyle Bath, the agency serves small and medium-sized businesses. Business owners can learn more about website design with BlckPanda Creative, along with the agency's search engine optimization, branding and e-commerce development services. Information about the Rock the Climb 9/11 Memorial Stair Climb is available at rocktheclimb.net.

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BlckPanda Creative

BlckPanda Creative is an American marketing and creative agency based in Florida. Six equal disciplines: brand, web, search, paid media, content and social, and fractional CMO. Each measured by leads, walk-ins, and bookings. Serves clients nationwide.

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