Nick Cienski, Senior Director of Innovation at Under Armour and founder of the non-profit human trafficking awareness group, Mission 14, will attempt to climb six mountains this year.

In aiming to scale 70,000 feet in total, Cienski's goal is to raise awareness and funds to combat human trafficking, a growing global epidemic. The founder of the non-profit human trafficking awareness group Mission 14 is utilizing his mountaineering background as a way to create social change and fight the second largest criminal industry in the world. And breaking the Guinness World Record along the way doesn't hurt.

The 6 Summits Challenge, beginning in April 2015, will begin on Nepal’s Lhotse Mountain—the 4th highest peak, followed by Mount Everest in mid-May and Makalu in the end of May—the 5th highest peak, and in the Fall he will scale Manaslu, Cho Oyo, and Shishapangma, the world's 8th, 6th, and 14th highest peaks, respectively.

Cienski will be joined by an international team of climbers from five countries including Russell Brice, the founder of the Himalayan Experience who will head the massive logistics and organizational requirements for the 6 Summits Challenge, and Phurba Tashi, who holds the record for the most total ascents of the world's 8,000 meter peaks at 35 summits. They will wear Under Armour apparel specially designed with the brand's latest innovations.