

2009

# Save the Poles



An unprecedented expedition to Mt. Everest, the North Pole and South Pole - the world's three poles.

## THE EXPEDITION

In a continuous 365-day period, Eric Larsen will attempt unsupported expeditions to **Mt. Everest** and the **North and South Poles** - a never before attempted feat.

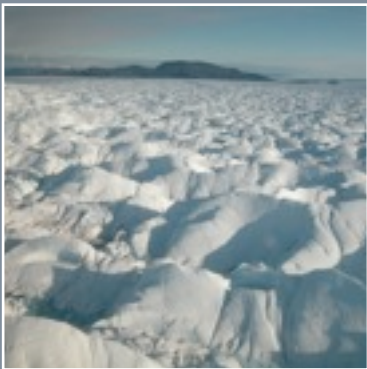
## THE EXPLORER

Recently returned from the first-ever summer expedition to the North Pole, Arctic explorer Eric Larsen will work with several teams to reach these iconic places.

## THE REASON

While we are seeing the most dramatic changes due to Global Warming at the Poles, it affects us all. The expedition will tell the story of these last great frozen places.

# THE THREE POLES



**Mt. Everest**  
**South Pole**  
**North Pole**

Never before has anyone attempted an expedition of this scale and scope.

## The 'Save The Poles' Expedition

In 2009, renowned Arctic Explorer Eric Larsen will begin an unprecedented journey to the top, bottom and roof of the world. During a continuous 365-day period, Larsen will mount major unsupported expeditions to the North and South Poles and an expedition to the summit of Mt. Everest. This feat has never been completed in one year. To date, only 15 people (no Americans) in history have been to all three 'poles'. The expedition's objectives are:

- Complete the first-ever expedition to Mt. Everest, the North Pole and South Pole in a continuous 365-day period
- Promote clean energy solutions, advocate strategies for reducing carbon emissions post Kyoto 2012 and collect relevant scientific data
- Produce a documentary film, book and educational CD-ROM that focuses on global warming, teamwork and the spirit of adventure
- Develop a post expedition multi-media lecture series

Mount Everest and the North and South Poles represent the harshest and most extreme environments on the planet. Yet as inhospitable as these places are to humans, they are also the areas most affected by people. By summer 2040, the Arctic Ocean will be ice-free. Recently, the 1,250 square mile Larsen B Ice Shelf collapsed off of Antarctica and disintegrated into the Southern Ocean. Snow and ice once stretched to Edmund Hillary's Everest base camp but now ends five miles above.

While we are seeing the most dramatic changes in the Polar and higher altitude regions, Global Warming is an issue that affects us all.



**Eric Larsen has spent his entire life in pursuit of wilderness.**

Modern-day explorer Eric Larsen's life epitomizes adventure. A polar explorer, dog musher, adventure racer and educator, he has spent the past 12 years adventuring in some of the most remote and wild places left on earth. Totaled, Eric has traveled enough wilderness miles to circle the globe nearly two and half times.

Eric has recently returned from a history-making expedition, the One World Expedition. On this first ever summer journey to the North Pole, Eric and expedition partner, Lonnie Dupre pulled and paddled specially modified canoes over 600 miles of shifting sea ice and open ocean. Eric's other expeditions include a 700-mile dog sled journey through northern Ontario, a six week dog sled journey in the barren lands of the Canadian Arctic, several training trips to Hudson Bay and countless dog sled races. He has also ridden his bike across the United States, been a back country ranger in Alaska, a white water canoe guide in Colorado and wilderness trip leader in Hawaii.

A gifted communicator as well, Eric travels the country giving motivational and educational lectures to K-12 schools, universities, nonprofit organizations and corporate groups. Several documentaries have also been created around expeditions that Eric has been involved with.

**The 'Save the Poles' Team.** Eric is currently selecting team members for this three-fold expedition. Journeys to Everest and the North Pole will consist of small two to four member teams. The South Pole journey will be completed solo.



Eric speaks to schools, colleges and corporate groups across the country

# ERIC LARSEN

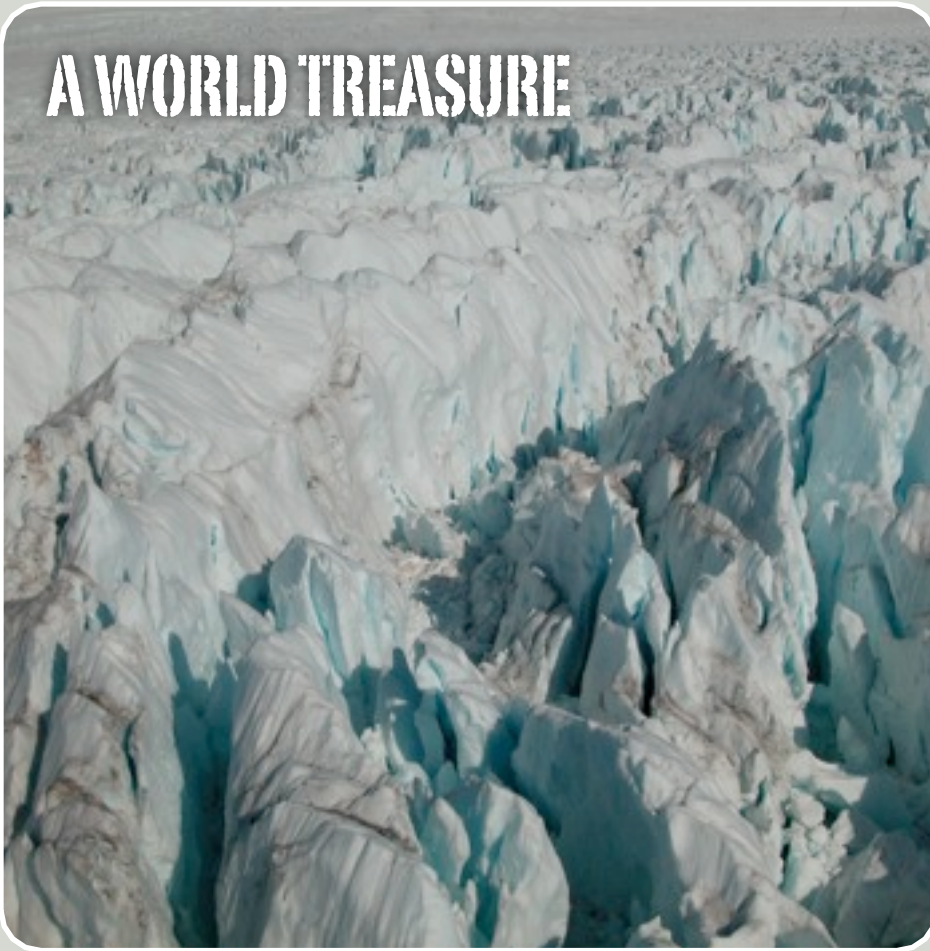


## Explorer and Educator

*"Great! Very engaging, good use of time, great awareness of audience, clear sense of organization, not to mention some of the best use of power point I've ever seen. Eric is one of the most dynamic speakers we've had..."*

**Dr. Meg Albrinck, Lakeland College**

# A WORLD TREASURE



## A WORLD IN DANGER


“It is evident in the world around us that dramatic changes are taking place.”

Al Gore from *An Inconvenient Truth*



## Save the Poles and you will save the world.

The polar regions of the world are home to an amazing variety of life. Seemingly desolate and vacant, these areas support vital ecosystems and are integral to regulating and maintaining world climate. The polar ice caps reflect heat energy back into space. As more ice melts, less energy is reflected creating a positive feedback loop, and melting more ice. The North and South Poles play an important role in cooling water in the global ocean conveyor belt. Home to the polar bear and penguin, these far away places are the front lines of Global Warming. The Himalayan glaciers on the Tibetan plateau are also endangered. They contain 100 times as much ice and more than half of the drinking water for 40% of the world’s population. The ‘Save the Poles’ expedition will journey to these last frozen places in attempt to tell their amazing story.

GLOBAL WARMING AND...	WILDLIFE	HEALTH	CULTURE	ECONOMY
	<p>With no sea ice, polar bears will be extinct by the year 2100. The population of Emperor Penguins has declined by nearly 70% in the past 50 years.</p>	<p>As global temperatures increase, so does disease. As disease carrying organisms show up in new areas, they increasingly threaten our well-being.</p>	<p>Already the circumpolar Inuit can no longer rely on normal freeze and thaws, thus losing their ability to rely on safe ice for their subsistence lifestyle.</p>	<p>Wind, solar, fuel cells and other technologies all represent ways to reduce carbon emissions and create new economic markets.</p>

## Save the Poles in the media

The epic adventure of the Save the Poles expedition provides a unique opportunity to engage the imaginations of people throughout the world via it's Web site, currently [www.savethepoles.com](http://www.savethepoles.com). The Web site will provide daily reports of the team's progress through audio, text and video updates sent remotely from the trail. Scientific data, sponsor information and related links will also be available. Based on previous expeditions (and previous successes) Save the Poles will generate a world-wide media buzz.

Before, during and after each stage Eric (and other team members) will participate in press conferences and interviews. The expedition will enlist the aid of a PR firm to promote substantial exposure pre and post expedition. To date, the Tonight Show with Jay Leno has already confirmed pre and post expedition appearances.



**Join the  
Adventure  
Today!**

## Save the Poles - Education

Larsen will work to create an engaging and educational documentary and book about the team's adventures. The expedition will also produce an educational CD-ROM available to K-12 schools at no cost. Any scientific articles produced will also reference the expedition.

## Save the Poles - Lecture Tour

Eric Larsen is an experienced, animated and poignant public speaker and educator who has a natural ability to engage a variety of audiences. A year long speaking tour will follow the completion of the 'Save the Poles' expedition. These events will provide a springboard to discuss global warming, overcoming fear, team work, communication and cooperation. This program will be marketed to universities and corporate groups.

## Sponsorship

Sponsoring Save the Poles offers your organization enhanced visibility, access to new audiences, brand differentiation and an opportunity to help stop Global Warming. Eric Larsen is currently seeking lead, major, support and product sponsors. To learn more about these unique partnership opportunities, please contact Eric. A full sponsorship package and benefit matrix are available upon request.

The budget for Save the Poles is \$750,000

### Cause Related Marketing

"Today 92% of Americans have a more positive image of companies and products that support causes." – Cone Corporate Citizenship Study

### ERIC LARSEN

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### Consumer Commitment

"More than 75% of Americans say a company's commitment to causes is important when they decide which products and services to recommend to others." – Cone Corporate Citizenship Study