

# polar odyssey

*The First British Unsupported Crossing of the Arctic Icecap 2007*

## THE CHALLENGE

An unsupported expedition from Russia to Canada, 2000km across the frozen Arctic Ocean.

100 ice days in extreme weather conditions and temperatures of minus 60 degrees.

## THE TEAM



### ALAN CHAMBERS MBE

- Former Royal Marine
- 10 years polar experience
- Led the first British unsupported team to reach the North Pole from Canada
- Part of the first winter expedition to traverse Iceland by ski
- Walked to the North Pole four times
- Sledged across Greenland, Canada, Norway and Iceland
- Inspirational leadership speaker for Bluechip corporations (Goldman Sachs, MBNA, Nokia, Harvard Business School, Microsoft, London Stock Exchange)



### CHARLIE PATON

- Former Royal Marine
- Member of the British Biathlon Team
- Scottish Ultra-Fit Champion for 5 years
- Personal fitness trainer
- Member of first British team to walk unsupported to the North Pole in 2000
- With Alan, led a team of Britain's top executive business leaders to the Geographical North Pole in 2004
- Led a group of international mountaineers to the Geographical North Pole in 2005

## SPONSORSHIP

Polar Odyssey is seeking a title sponsor for this challenge

## SPONSOR BENEFITS

- Tailored to sponsor specific requirements
- Full integration of sponsor brand, social and organisational values
- Close working relationship pre, during and post expedition
- High profile global media coverage
- PR return £4m+
- Company identity featured prominently on all team clothing, sledges etc
- Company internal participation

## PROJECT COST

Total project cost £250K

## For further information contact

**Charlie Paton** ☎ 07711 390 894 📧 [charliepaton@yahoo.co.uk](mailto:charliepaton@yahoo.co.uk)

**Alan Chambers MBE** ☎ 07753 757 404 📧 [alwchambers@yahoo.co.uk](mailto:alwchambers@yahoo.co.uk)

[www.polar-odyssey.com](http://www.polar-odyssey.com)

history in the making... this can only happen once

# polar odyssey

*The First British Unsupported Crossing of the Arctic Icecap 2007*



## THE CHALLENGE

In early February 2007 Alan Chambers MBE and Charlie Paton plan to become the first Brits, and second in the world to trek unsupported across the Arctic Ocean from Cape Arktichevsky on the Russian coast to Ward Hunt Island, the most northern point of Canada. The project is named Polar Odyssey.

Many famous explorers have attempted this feat; only one Norwegian team has ever succeeded.

The journey distance is 2000km and will take approximately 100 days.

They will start in 24hour darkness and will endure some of the most extreme weather conditions known to man with Siberian winds plummeting temperatures as low as minus 70 degrees with wind chill.

They will drag sledges weighing in excess of 400 lbs, carrying everything required for the 100 day trip. They will not receive a resupply and cannot use the aid of dogs, machines, or any outside assistance.

The Arctic Ocean is one of the most inhospitable places on earth. To add to the many challenges they will encounter obstacles such as: 60ft pressure ridges, shifting pack ice, polar bears, full moon activities, stretches of open water, global warming and sensory deprivation.

In May 2000 the pair (Team Polar 2000) succeeded in becoming the first Brits to walk unsupported from the Canadian coastline to the Geographical North Pole. The trip lasted 70 days during which they pushed human boundaries both physically and mentally to achieve what was deemed impossible through passion, drive and commitment. They now apply this in everything they do.

The duo have been meticulously planning Polar Odyssey for the last two years. Conducting specialist trials, research and development using latest technology and equipment.

Charlie and Alan are confident with the correct amount and level of planning they will be able to achieve the unachievable and cross the worlds Northern Icecap. A literal race against time, against the odds, against human endurance, against the effects of global warming.



**For a detailed presentation contact**

**Alan Chambers MBE** ☎ 07753 757 404 📧 [alwchambers@yahoo.co.uk](mailto:alwchambers@yahoo.co.uk)

**Charlie Paton** ☎ 07711 390 894 📧 [charliepaton@yahoo.co.uk](mailto:charliepaton@yahoo.co.uk)

**[www.polar-odyssey.com](http://www.polar-odyssey.com)**