



SOUTH

FIRST RETURN JOURNEY TO THE SOUTH POLE ON FOOT
LONGEST UNSUPPORTED POLAR JOURNEY IN HISTORY



The first ever return
journey to the South
Pole on foot

INTRODUCTION

Ben Saunders is a pioneering polar explorer. Only three people in history have skied solo to the North Pole (a challenge Reinhold Messner called “ten times as dangerous as Everest”). Ben is one of them, and at 26, he was the youngest by more than ten years. He achieved this feat in conditions NASA called “the worst since records began”, and in doing so set the record for the longest solo Arctic journey by a Briton. No one has repeated this journey since. Now Ben and fellow adventurer Alastair Humphreys embark on a groundbreaking expedition that pushes the boundaries of innovation and human potential still further.

Alastair spent four years cycling round the world, a journey of 46,000 miles across five continents, a challenge Sir Ranulph Fiennes called “the first great adventure of the new



millennium.” He has also competed in the Marathon des Sables, the “toughest race on Earth”, running 150 miles



through the Sahara. Despite breaking his foot during the race he still finished as one of the top ten British runners.

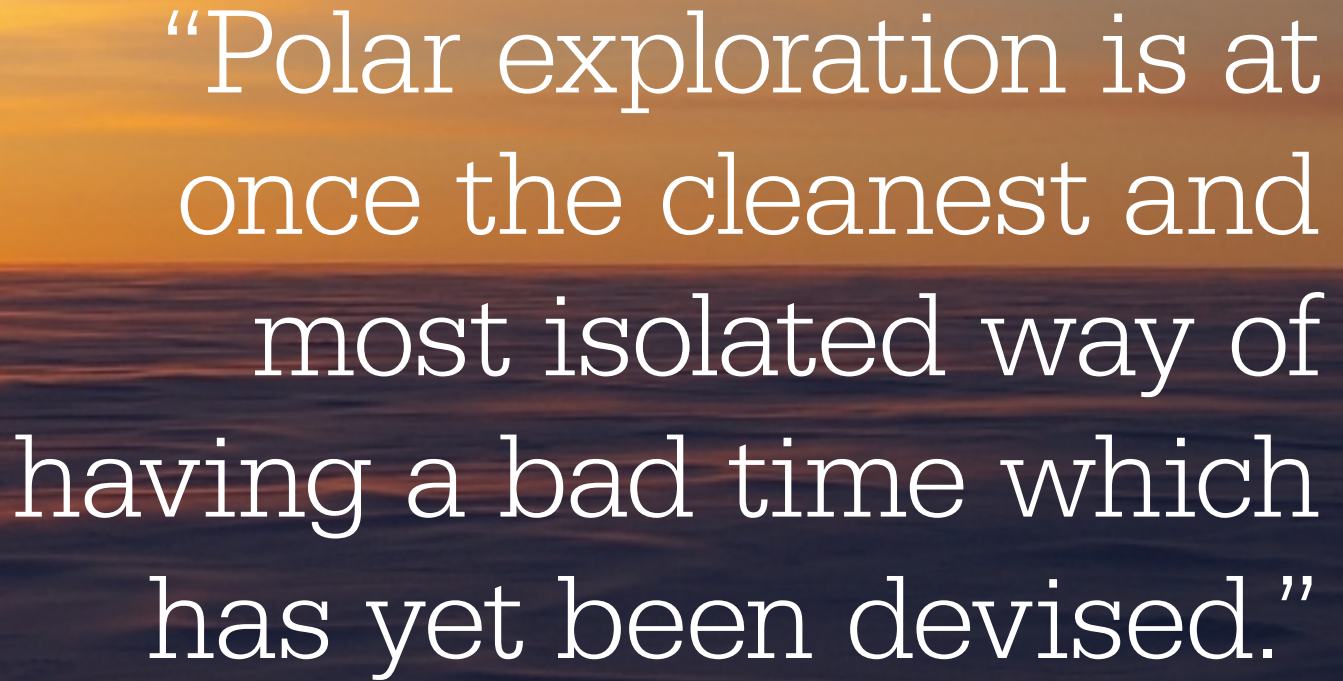
THE COLD FACTS

SOUTH will be the first ever return journey to the South Pole on foot; trekking from the edge of Antarctica, to the South Pole, and back to the coast. The two men will be alone, self-sufficient, and hauling all the food, fuel and equipment they will require for four months. It will be one of the toughest endurance tests of our time, a unique platform to raise awareness of fast-changing polar climates, and a story to inspire a global audience of millions. SOUTH is a statement about what we are collectively capable of achieving.

The philosophy of SOUTH is to question accepted practice, to explore new possibilities and innovative techniques, and to continually ask “why?” and “why not?” SOUTH encapsulates the drive to push the boundaries of human capability and break new ground for others to follow.

- At 1,800 miles, the longest unsupported polar journey in history
- 69 back-to-back marathons
- Four months in the most brutal environment on the planet
- 6,000–11,000 calories burned each day hauling 200kg sleds
- Since Captain Scott’s ill-fated expedition, no one has ever walked from the coast of Antarctica to the South Pole and back again. No one has even come close. Indeed many experts believe it to be impossible without external support (airdrops of food, or the use of vehicles, dogs or kites)
- The culmination of seven years’ training and preparation
- Cutting-edge satellite communications, carbon composites and next-generation solar fabrics





“Polar exploration is at
once the cleanest and
most isolated way of
having a bad time which
has yet been devised.”

Apsley Cherry-Garrard

GLOBAL REACH AND ENGAGEMENT

Ben's record-breaking 2004 expedition secured press coverage around the globe, and the expedition website received millions of hits from the USA, Canada, India, Japan, South Korea, Norway, Finland and Australia. Since then Ben has spoken in sixteen countries, and his expeditions, stories and spirit have inspired, educated and engaged audiences around the world.

Alastair has spoken in 30 countries and his lecture to a full house at the iconic Royal Geographical Society was praised by the president: "with the possible exception of Sir David Attenborough, that was the best lecture, and the longest applause, that I have heard in the past 15 years." The team's reputation continues to grow with coverage by CBS, ABC, Oprah, the New York Times, GQ,



Readers Digest, and Newsweek in the US and the BBC, ITV, Channel 4, the Daily Telegraph, The Observer, The Guardian, the Economist's Intelligent Life and The Times in the UK.

**"On the whole it is better to be a little over-bold than a little over-cautious."
The Worst Journey in the World**



Newsweek

The New York Times



theguardian







TECHNOLOGY AND ENVIRONMENT

How many people can you fit in a tent?

In April 2003, Ben sent the first ever real-time video from the North Pole. The next year, he blogged live to an audience of millions from a 72-day solo expedition on the Arctic Ocean. Ben's website has been live since 2000, Alastair's since 2001, and their expedition sites featured "online diaries" long before the term "blog" had entered the public's awareness.

Ben has pioneered uploading data from expeditions, sending text, images, audio and video back from the field on a daily basis. Unlike most conventional explorers, their feats resonate with a tech-savvy youth audience. SOUTH will incorporate Web 2.0 technology, allowing followers to comment on and interact with the expedition's regular blog, podcast and video content for YouTube,

"To face a thing because it was a feat, and only a feat, was not very attractive to Scott: it had to contain an additional object – knowledge."

MySpace, and Facebook. Technology is at the heart of what makes SOUTH unique: its ability to let ordinary people live vicariously through Ben and Alastair's experiences as they unfold.

A commitment to the environment

Each generation has a challenge to face; environmental sustainability and climate change are ours. SOUTH offers a unique prism to focus awareness and interest onto what is happening to our climate. With the option of



engaging former Vice-President Al Gore as expedition patron (Ben and Vice-President Gore both spoke at the prestigious TED Conference in California), SOUTH represents a platform to highlight a long-term commitment to environmental stewardship and responsibility. The CarbonNeutral Company will ensure that the expedition has a net CO₂ output of zero.

EDUCATION: SHARING THE LESSONS

SOUTH will feature a cross-curricular online education programme, supported by national educational bodies in the UK and US. Alastair is a qualified teacher and both he and Ben are determined to maximise the potential of SOUTH to inspire young people to take action to explore their world and achieve their own potential. A background in education, an embracing of today's myriad high-tech communication tools, and a thrilling adventure combine to produce exciting potential for this aspect of SOUTH. Ben is also involved with a number of leading youth charities. An Ambassador for the Prince's Trust, Honorary Vice-President of the Geographical Association, a consultant to the Edge foundation and a Patron of the British Schools Exploring Society, Ben has established credibility



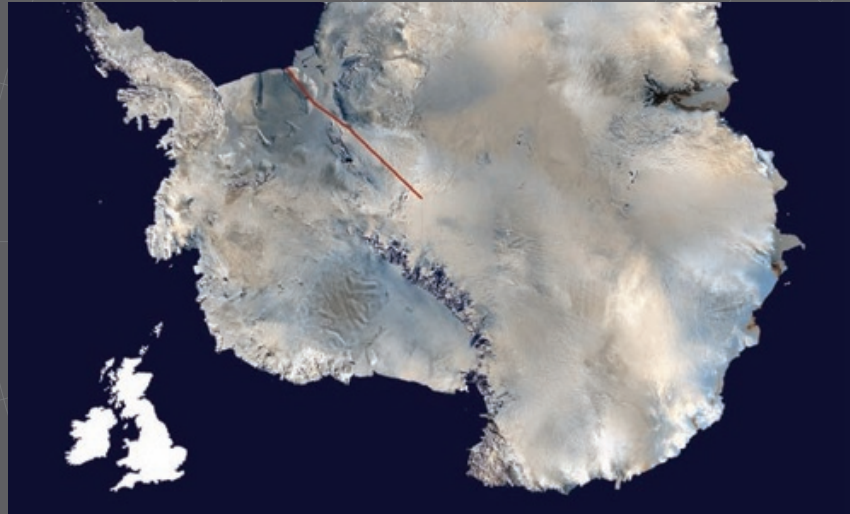
**“Our aim is to expand children’s minds and help them think beyond the horizons of their school lives. You more than achieved this objective and, as I hope you could tell, had a profound effect on your audience”.
Headmaster, Thomas’s
London Day Schools**

in this field, an excellent rapport with youth audiences, and a long-term goal of establishing his own foundation to support young people with adventurous aspirations. Skilled and sought-after public speakers, Ben and Alastair have proven track records of using their experiences to unite international and multi-disciplinary workforces as well as young people.

WHY? SEIZING AN OPPORTUNITY

SOUTH is not a journey about surviving the cold, not merely a test of endurance. It is a message to the world about challenge. SOUTH is a declaration that with enough commitment, team work, determination and innovation we can overcome the challenges we face, no matter how insurmountable they seem. SOUTH is a vessel that will allow Ben and Alastair to share their message of maximising potential, thriving on adventure, risk and excitement, focusing on achieving quality in all that they do, and using their talents and their opportunities to benefit others.

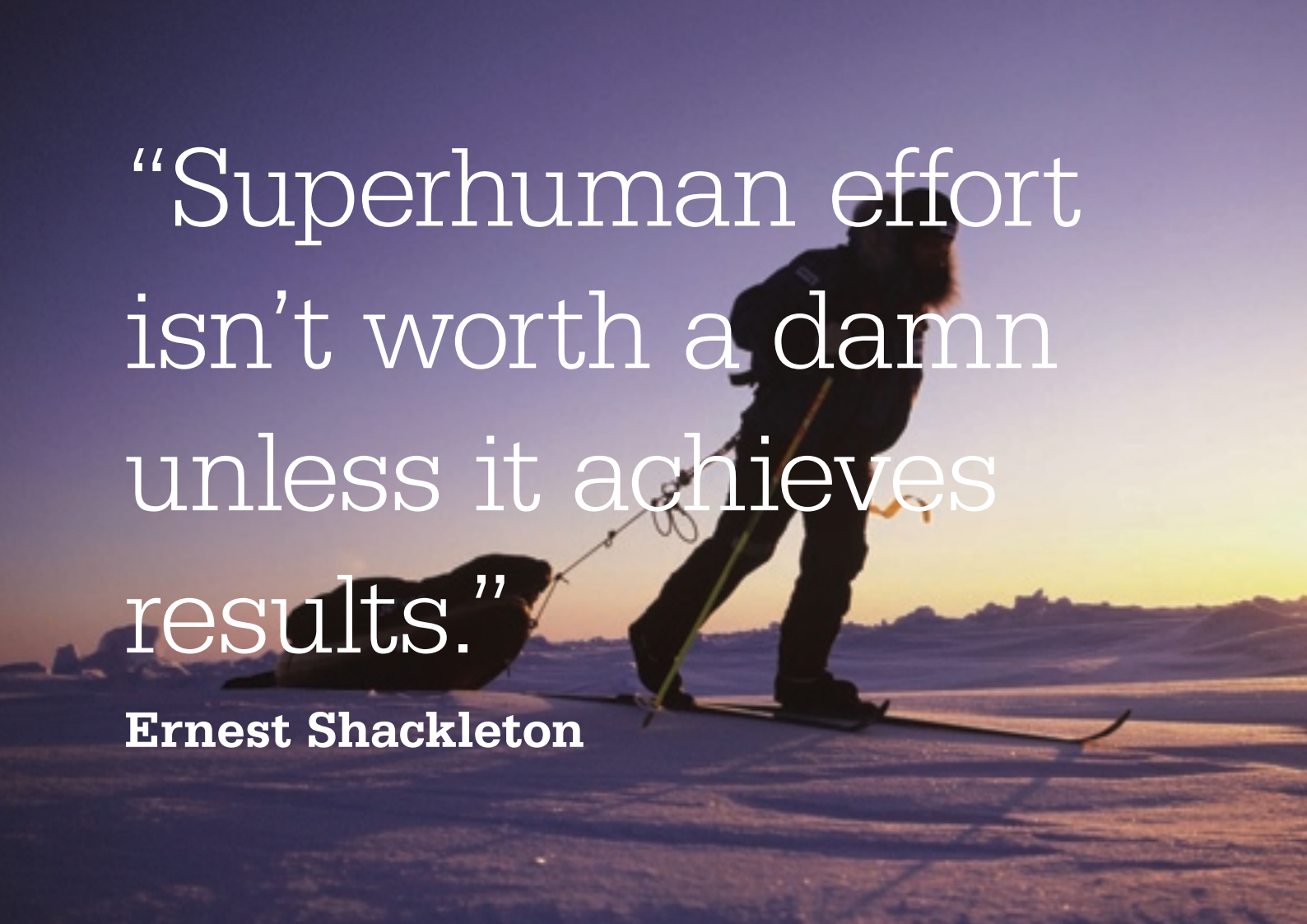
"... it is not strength of body but rather strength of will which carries a man farthest where mind and body are taxed at the same time to their utmost limit." Apsley Cherry-Garrard



For more information on the expedition please visit www.SOUTH.com, or call Ben Saunders on +44 7712 762 521



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A person in dark winter gear is skiing across a vast, flat, snow-covered landscape. They are pulling a dark sled behind them with a rope. The scene is backlit by a low sun, creating a warm orange and yellow glow on the horizon and casting long, dark shadows. The sky transitions from a pale blue at the top to a deep orange near the horizon.

“Superhuman effort
isn’t worth a damn
unless it achieves
results.”

Ernest Shackleton