



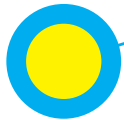
POLE of POSSIBILITY

South Pole Expedition 2013

Creating a Pole of Possibility

1st Paraplegic from the sea to the Pole

Raising 1 million pounds for the Back-up Trust






AN EXTRAORDINARY JOURNEY & WORLD FIRST TO THE SOUTH POLE USING ONLY ARM POWER

The South Pole is the most inhospitable place on Earth; the average temperature in summer is minus 30 degrees Celsius, with wind chill regularly lowering this to below minus 50 degrees Celsius.

The 1000km journey from the edge of the Antarctic continental shelf to the Geographical South Pole, involves surviving the most challenging environment on Earth. The team will negotiate a frozen wasteland filled with crevasse fields and ice boulders the size of buildings. What makes this expedition unique and extraordinary is that one of the team of four, Karen Darke, is paralysed.

Never before has a paraplegic attempted a challenge so physically and mentally demanding. Karen's challenge is unique and simply incredible. Physical issues associated with paralysis bring extra challenges to this polar expedition. A lack of sensation and inability to regulate body temperature mean special clothing and techniques will be needed to reduce the risk of frostbite or cold injuries. As basic bodily functions are impaired, maintaining personal hygiene and health in the extreme Antarctic environment will be a significant challenge.

This world first expedition aims to inspire and motivate all. Karen's extraordinary journey will help demonstrate how people's personal challenges, no matter how big or small, can be overcome with will-power, hard work and determination.



"As an athlete I know all about pushing mental and physical strength to the limit. The extremes of pain and the pleasure of success are what drive us to these limits. The South Pole by armpower - push yourself to the limits and you'll do it. Just go for it team!"

Dame Kelly Holmes







FROM THE PARALYMPICS TO THE POLE

Karen Darke is paralysed from the chest down. She is an athlete on the British Cycling Team, and will represent Britain in the 2012 London Paralympics.

As an ambassador for the Back-Up Trust, she hopes the Pole of Possibility will inspire others, with and without disabilities, to challenge themselves and dissolve boundaries.

Using the strength built up over many years she hopes to be the first person to 'sit-ski' from the edge of the Antarctic continental shelf to the geographical South Pole.

Karen plans to propel herself using a specially designed sit-ski. Travel by sit-ski is likely to be slower than normal 'able-bodied' expeditions, so the journey will be longer and more arduous, potentially taking up to 60 days.

Without the ability to walk, crevassed or windblown terrain will be even more challenging to cross.



"I am in awe of the adventure that Karen and the Pole of Possibility team are preparing for in 2013. Karen has always possessed a great strength of mind and determination to succeed and travelling 1200km by sit-ski will certainly test these qualities to the maximum. I wish Karen and the team a great journey and a safe return."

Dame Tanni Grey Thompson





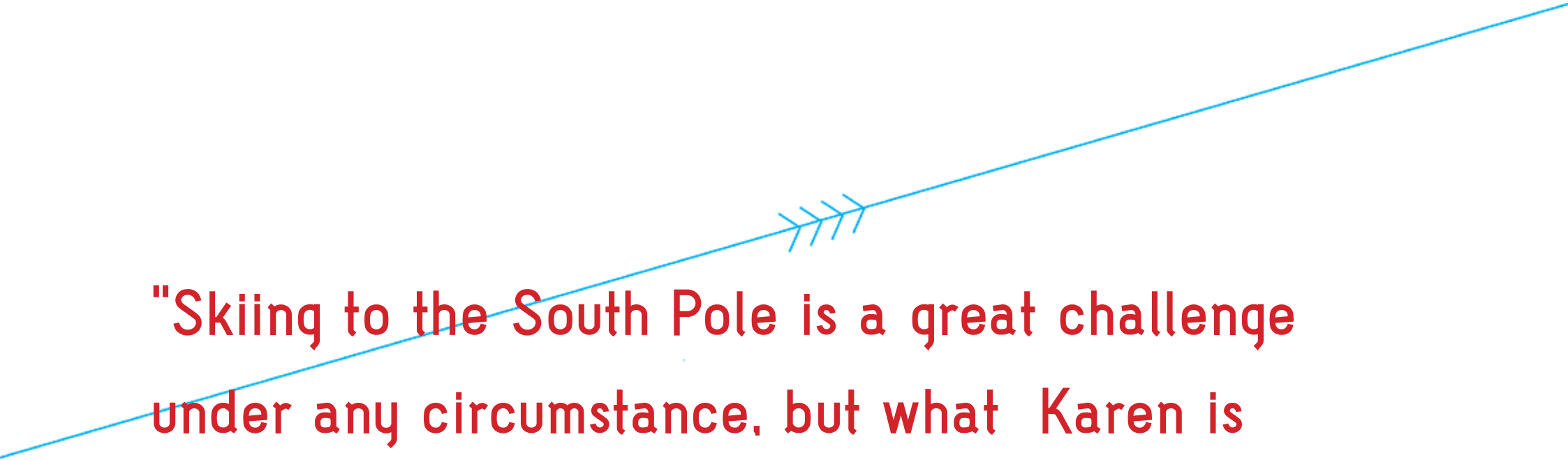


WHAT ARE WE LOOKING FOR?

We need to raise a significant sum to enable the expedition itself to happen. The cost of the journey for a team of four, even though we'll be self-supporting, will be close to £250,000.

We'll be working hard to contribute ourselves but need corporate assistance.

Discussions with key partners, secondary sponsors and equipment providers are welcomed, and we are confident this opportunity will offer a win win arrangement.



"Skiing to the South Pole is a great challenge under any circumstance, but what Karen is attempting to do will be a truly astonishing feat of determination and endurance."

Sir Chris Bonington



BECOME A PARTNER

To realise our vision, we are looking for corporate partners who share our desire - namely, to enable people to have the confidence to do great things.

Your involvement will give you a national platform. It will provide opportunities to inspire your staff and customers and to show them that amazing things are possible, even when faced with great adversity.

Sponsorship packages

We have a system of corporate sponsorship packages available. Each one will run until summer 2014 and cover the “Pole of Possibility” expedition. As a corporate sponsor you will be able to be involved in a variety of ways. These include but are not limited to:

Use of your company logo on Pole of Possibility training gear, website, and marketing materials.

Significant leverage will be realised via our school educational programme known as ‘Project Snowball’, with a target reach of over 50,000 students.

Product placement opportunity in the documentary series and one hour film for which Firelight Productions (London) have been retained.

The opportunity to host official campaign events, to engage your customers, staff and suppliers.

The chance to develop compelling marketing campaigns for your company's products and services based on your involvement in the Pole of Possibility.

Access to Karen and other team members as speakers at your company events.

Publicity and brand affinity with a respected, positive and proactive charity – Back Up has been recently featured in multiple media outlets such as BBC's Children in Need, ITV's This Morning, and BBC's Lifeline. Association.

Access to thousands of Back Up and Project Snowball stakeholders through social media, website, and via other media outlets during the campaign.

The opportunity to inspire and motivate your staff, suppliers and customers. As a partner, you will have regular opportunities to be part of Back Up's inspirational support base at major events and challenges and through involvement with vital services.

A single key expedition partner is preferred and would become the Expedition Title Sponsor

"Many people have ventured to the South Pole, but never has anyone attempted it with the challenge of complete paralysis. The Pole of Possibility sets a new frontier in wilderness exploration, demonstrating just what is possible with a strong mind and a strong team."

Sir Ranulph Fiennes

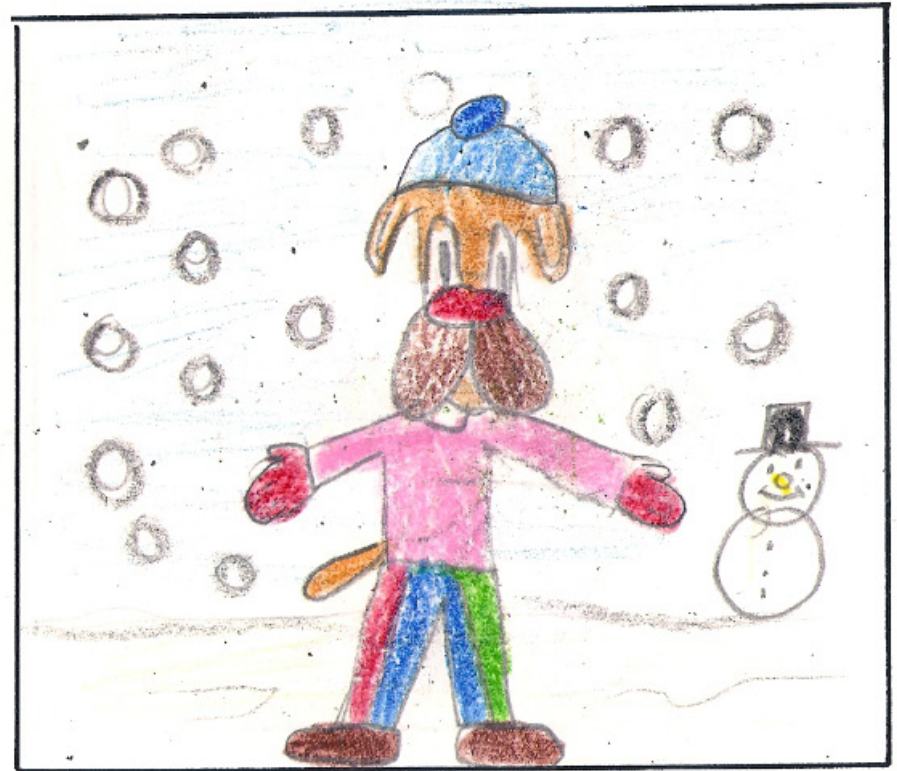






Tuesday is very cold

Mr dog puts on his red
trousers, green jacket
and blue scarf.



Wednesday is snowy

Mr dog puts on his red
mittens red blue and green
trousers and blue hat

PROJECT SNOWBALL

POP presents a great opportunity to engage, challenge and educate school children. The program is intended to be both interactive, challenging and motivating.

POP is formulating an educational framework directly with schools, with an intended target reach of in excess of 50,000 students (Years 4 to 12).

In line with Government education initiatives, primary focus is on the core subjects of English, Maths and Science. Challenges including competitions, experiments and quiz's will capture the children's imagination and target specific syllabus areas.

Using the latest technology, the expedition team will regularly update the data room on the project web site posting live data such as temperatures, altitude, distance, energy readings etc for use in the classroom and to assist teachers with covering specific core curriculum areas.

The educational portal on the project web site will be used as the hub for school activities and suggested exercises with work sheets, charts etc all downloadable. The intention is that schools can interpret and use the information provided as teachers see fit, to enhance the learning experience but above all offer practical and fun application.

Experiments will be performed whilst on the ice and relayed to the classroom via podcasts. Creative writing projects and walking relays are planned as well as a range of other activities to encourage Physical Education and health awareness.

RESEARCH LEGACY

The 'Pole of Possibility' expedition will also have an important environmental research agenda. Team member Mike Christie (a Professor of Environmental and Ecological Economics at Aberystwyth University) will use the expedition to undertake two research projects that will highlight the impacts of environmental change on Polar regions.

1. Measurement of the impacts of climate change on the release of microbial carbon within the Antarctica ice sheet.

The PoP team will collect snow samples along the expedition route. These snow samples will be analysed for carbon content. This data will then feed into models of carbon fluxes on the Antarctic ice sheet, which in turn will allow better assessment of the amount of carbon that might be released from Antarctica as a result of global warming.

2. Assessment of the global ecosystem services benefits derived from Antarctica

Polar Regions provide a wide range of 'ecosystem services', which benefit people throughout the world. For example, the Southern Ocean provide around one sixth of the global fish take. The polar ice caps store approximately 80% of the planet's fresh water: which helps to regulate sea levels and are also important carbon sinks. People also attain a wide range of aesthetic, recreational, inspirational, spiritual and educational benefits from Polar Regions. The 'Pole of Possibility' expedition will, for the first time, provide a holistic assessment of the global benefits of Antarctica's ecosystem services. Such evidence can subsequently be used to provide compelling arguments for the protection of this fragile environment.





MEDIA COVERAGE

Firelight productions are working on producing a three part series and one hour film based on the expedition, both for global distribution.

Firelight Productions is a London-based independent production company founded by Producer & Executive Producer Rosie Kingham. Rosie previously founded Spiderlight Films (2007), developed, produced and executive produced Ice Patrol a 6x60 min observational documentary series for Five & National Geographic UK. Currently operating as Firelight Productions, Rosie brings 12 years experience in Producing factual, presenter lead, observational, fact-entertainment documentaries & feature formats.

In the past working for independent producers Rosie has produced & delivered numerous programmes for broadcasters worldwide from UK terrestrial channels to cable & satellite worldwide; these include TCN 9 Sydney, IMAX, Channel 7, Channel 10, Discovery Channel Europe, Discovery USA, NBC, Sci-Fi Channel USA, SBS, Star TV (ASIA), National Geographic UK & International, Biography Channel, History Channel, Animal Planet, Granada, ITV, BBC2/ BBC4, Five & Sky One.



CAN WE DO IT?

We have a track record of fundraising and of accomplishing seemingly impossible things in outdoor adventure: crossing the Greenland icecap; climbing the vertical mountain of El Capitan; helping raise £1 million for Help for Heroes, to name just a few.





We are committed to doing what we say we will do.

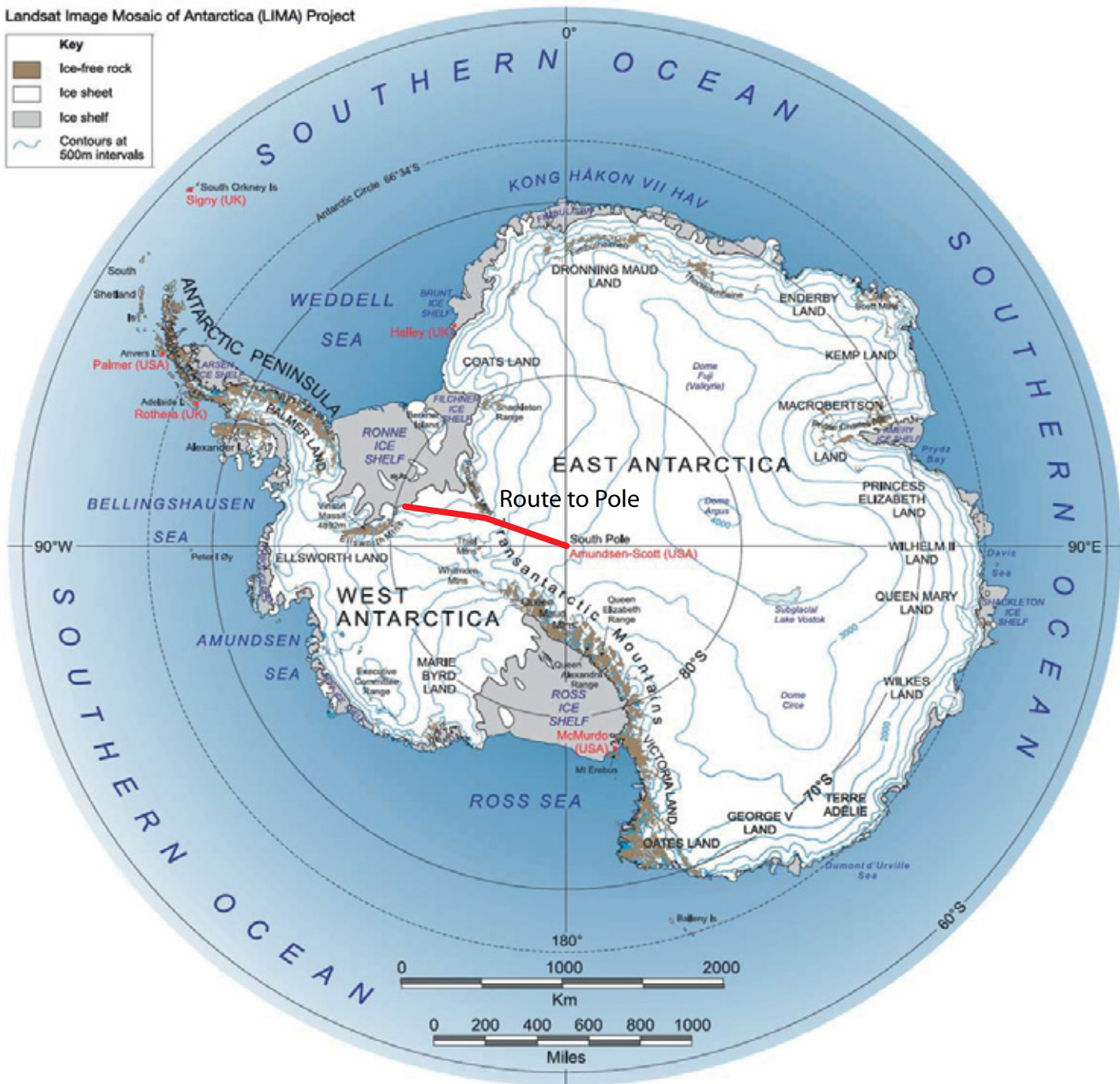
This trip is much more than just about how much money we could raise, but also about opening people's mind to what is possible; through teamwork, technology and sheer hard work.

We will also be working with select UK schools, allowing young people to share in the adventure day by day.



Landsat Image Mosaic of Antarctica (LIMA) Project

Key	
	Ice-free rock
	Ice sheet
	Ice shelf
	Contours at 500m intervals



THE ROUTE

The route starts at Hercules Inlet on the Antarctic coast and climbs gradually to more than 9300 ft (2800 m) as we make our way south over the ice cap's mountain passes and wind blown snow ridges.

Days are filled with 24-hour daylight and an intense solitude and tranquility; no plant or animal life is seen this far south, just snow, ice, rock and sky.

The expedition will take 50-60 days depending on weather and snow conditions. During the expedition we will ski for 12 hours a day in all types of weather and in challenging terrain, hauling a sled weighing 110-130 lbs (50-60 kg).

TIMELINE

- January 2012** TV production company appointed TARGET ACHIEVED
- March - June 2012** Sit-ski development / sourcing and development of BACK UP fundraising campaign. TARGET ACHIEVED
- June / September 2012** Key Expedition sponsor commitment.
- August / September 2012** London 2012 Paralympics
- September / December 2012** Expedition planning & logistics
- January 2013** Team assemble in Norway for arctic training
- March 2013** Team undertake arctic first aid training
- July to October 2013** 2013 Various media launches.
- November 2013** Depart UK for Ushuaia Argentina.
- Mid November 2013** Transfer to Antarctic and pre-departure orientation
Expedition commences



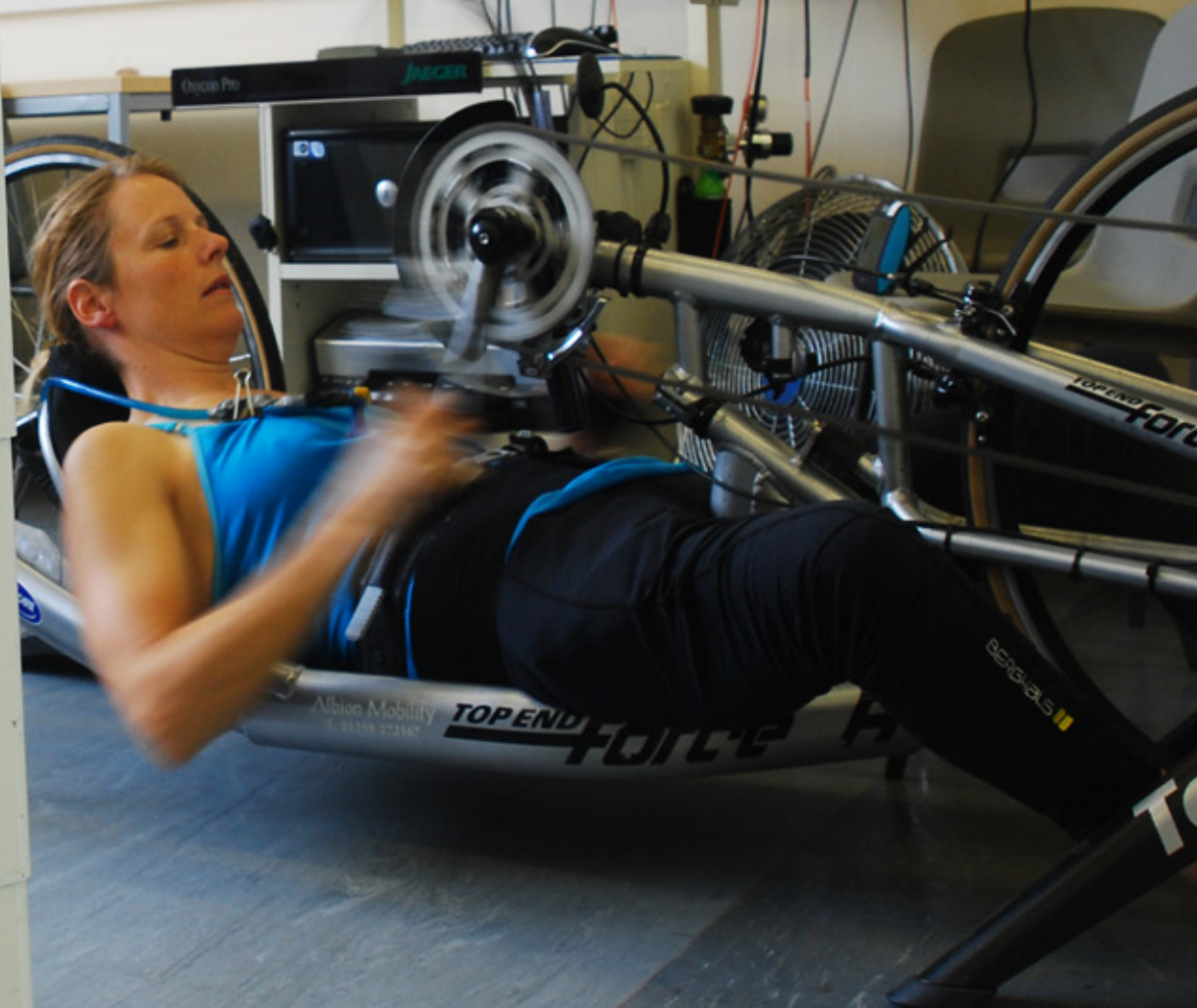
JUST DO IT.



GENERATION
65
15/5



19°C
66.8
5.8



The Team / Karen Darke

Karen Darke is an extraordinary human being, and a woman who has touched the lives of many through her spirit for adventure. A keen runner and mountaineer, she was paralysed in a rock-climbing accident on a Scottish sea cliff at the age of twenty-one. Facing a life in a wheelchair, Karen chose to fight preconceived ideas of just what was possible for someone who could feel nothing below their chest.

In 1997, just four years after her accident, Karen crossed the Tien Shan and Karakoram mountains of Central Asia on a hand bike, raising £12000 for charity. This amazing achievement was to be the first of many adventures which would see Karen hand cycle the length of the Japanese archipelago, sea kayak a 1200 mile length of the Canada - Alaska coastline, cross the Indian Himalaya by hand cycle and ski the Valle Blanche in the Alps. In 2006 Karen made a record-breaking 600 kilometre crossing of the Greenland ice cap on a sit-ski, a month long journey across one of the world's last great expanses of wilderness, where winds can reach 200 miles per hour and temperatures drop below minus 40.

Just one of these challenges is more than most of us will attempt in our lifetime. Yet Karen currently has her sights set on a new challenge. She has just been selected for GB's Para-Cycling Team and will be competing hard this year, aiming to compete in the 2012 Paralympic Games.



The Team / Andy Kirkpatrick

The US magazine 'Climbing' once described Andy as a climber with a strange penchant for the long, the cold and the difficult, with a reputation for seeking out routes where the danger is real, and the return is questionable, pushing himself on some of the hardest walls and faces in the Alps and beyond, sometimes with partners and sometimes alone.

Andy's speciality is big wall climbing and winter expeditions, which involves pitting himself against vertical climbs of over 1000 metres, often in temperatures as low as minus 30 degrees. Andy has scaled Yosemite's El Capitan - one of the hardest walls in America - over 18 times, including two solo ascents. One of these ascents was a 12 day solo of the Reticent Wall, viewed at the time as perhaps the hardest climb of its type in the world.

In 2002 he undertook one of the hardest climbs in Europe: a 15 day winter ascent of the West face of the Dru. This 1000 metre pillar pushed him and his partner to their limits and was featured in the award winning film Cold Haul. Andy has also taken part in four winter expeditions to Patagonia, as well as winter expeditions to Alaska and Norway, and skied across Greenland.

LA BONETTE
Altitude 2802 m

Route de NICE à BRIANÇON classée impériale
le 19 Août 1860 par l'Empereur NAPOLEON III
Route Impériale créée sur le versant des Alpes Maritimes
dans l'indivision par le Col de Bonette réalisé par le
Général BOUTET pour les besoins de la défense nationale
Route déclassée par le Col et le Cote de la Bonette
réalisé en 1960 1961 par le département
des Alpes Maritimes
inauguré le 05 Octobre 1962 par
M. Pierre JEAN MAURIO (1) Préfet
MM. Jean MICHOUX et Francis PALMIERI
Présidents du Comité Local
M. Bernard DEHAUTIER, Conseiller Général

Route créée
par le Service des Ponts et Chaussées
de l'Administration des Alpes Maritimes
MM. MATHIEU, Ingénieur en Chef
L'YONNET, Ingénieur en Chef adjoint
LIM-DUC, Ingénieur d'arrondissement
COUET, Ingénieur des T.P.E.

Route 1962 et suivantes - Travaux de réhabilitation
et d'entretien effectués avec le concours de
l'Association Française Alpes-Côte d'Azur
sous la présidence de
Monsieur Jean Charles GAUDIN.



The Team / Simon Darke

Simon Darke is Karen's younger brother. Also with adventurous and cycling genes, Simon is accustomed to arduous long journeys, though has no real experience in polar regions. He rode the UK's Lands End to John O'Groats at age 16, (965 miles in 8 days), went on to be coached as part of the Yorkshire road cycling team before becoming a sponsored mountain bike rider with Team Orange and then was selected to represent Great Britain at Mountain Bike World Championship level.

After studying at the University of Northumbria Newcastle, Simon graduated and became a chartered surveyor and spent a number of years working in London before pursuing his passion for travel and adventure, working in both Asia and north Africa and overlanding through East Africa for a year. In 2000 he accompanied Karen whilst she hand-biked the length of Japan, before settling in Australia. He now lives in Sydney with his wife and has 3 young boys.

He remains an active cyclist, riding with the famed Bellevue Boys Bicycle Club and is the founder and principal of UBI Sydney, a property investment and development company. He's now to be seen pulling tyres along Bondi Beach!



The Team / Mike Christie

Mike Christie has known Karen since they were fellow triathletes at Aberdeen University. Mike is an accomplished sportsman, having competed at national level in endurance triathlon/adventure races and kayaking. He is also an accomplished adventurer, having led ski mountaineering and Alpine climbing expeditions in Norway, the Alps, and the Rockies. Currently, he spends his weekends mountain biking and kite surfing which are available on his doorstep at home in west Wales.

Mike is a Professor in 'Environmental and Ecological Economics' at Aberystwyth University. He plans to use the PoP expedition to highlight the plight of the World's Polar regions, as well as demonstrate how climate change will impact the welfare and livelihoods of people throughout the world. Further, he will collect snow samples along the expedition route which will be subsequently analysed to provide more robust estimates of the amount of microbial carbon that might be released from melting of the Antarctic ice sheet.

The PoP expedition means many things to Mike. It will be an opportunity for him to achieve a lifetime's ambition. It will be a conduit to raise awareness of the fragility of our planet. But most importantly, it will be an amazing adventure with a truly inspirational team!



back up

Our challenging fundraising target is 1 million for The Back-Up Trust. The Back-Up Trust is a dynamic national UK charity that transforms lives after spinal cord injury. The charity has helped thousands of people of all ages and backgrounds rebuild confidence and independence after a devastating spinal cord injury.

Back-Up offer courses, mentoring and a range of other opportunities that help to build confidence, motivation and independence following a life changing injury. See www.backuptrust.org.uk for more information about the work of Back-Up.



CONTACTS & INFO

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