



Ice Warrior Project

January 1

2017

Ice Warrior trains ordinary people from all walks of life to become competent, safe modern-day explorers, undertaking ground breaking, purposeful and worthwhile expeditions. Our quest is to help scientists gauge the pulse of the planet by developing people, to discover change and deliver it to global audiences in a way we can all understand, fostering a much better appreciation of the world we live in and on; ultimately helping us to survive.

**Taking the
Pulse of
the Planet**

The Rationale

We are in serious trouble

We've lost 40% of Arctic sea ice in the last 40 years

More melt days, less freeze days

More open water absorbing the sun's radiation

Heating the planet

THIS is YOUR opportunity to do something about it

To do something right now for our future

To positively contribute to our chances of survival

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For over half a century we have known that the world's extreme environments convey the health of the Earth

If we are to be real guardians of our planet

then we have to study and understand and watch these regions

We NEED to KNOW

YOU can help gather this knowledge

THIS is what YOU can do

You can invest in our sponsorship programme

You can become an Ice Warrior Advocate

You can tell everyone about it

You can volunteer to become a modern-day explorer

You can tell us what you would like to do

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When I started Ice Warrior in 2001 I wanted it to be accessible to everyone, to contribute to our knowledge and understanding of the Polar Regions and to show that ordinary people, from all walks of life, with the right attitude and training can achieve extraordinary things. (I was living proof!) That's exactly what we do. And by doing so, we can engage others to do likewise.

I call this modern-day exploration and I feel it is about as close as we can get to emulate the golden era of exploration, when we knew so little of our World and the risks were much higher. But although the discoveries we make these days are more about global change, pollution and changes in biodiversity than mapping undiscovered areas, it doesn't make them less important.

If we are to be true guardians of our Earth (and for me this is part of being civilized), then we have a great deal to learn from it, still, and the fact that Ice Warrior can contribute to this makes me feel very proud indeed.

Jim McNeill, Founder

Ice Warrior Expeditions Ltd

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Mission

Our mission is to engage ordinary people in developing themselves to become modern-day explorers, discovering and documenting change and delivering these stories to widespread audiences throughout the globe; contributing to society and ultimately, making life more worthwhile.

Aim

Our aim is to develop the successful Ice Warrior model so that we conduct similar expeditions in all the World's extreme environments; Polar, Desert, Ocean, Mountain and Jungle.

Objectives

In doing so we will establish a centre for excellence in expedition training and outfitting:

- **The Exploration Centre**

Our long-term aim is to establish live links from these expeditions into an experiential learning centre which keeps its finger on the pulse of the Earth, allowing us all to learn more about our planet and be better informed as to how we look after it:

- **The Earth Station**

RIGHT NOW, our next step to achieving all this is with a **World First** polar expedition.

- **Quest for The Inaccessible Pole Expedition #LASTPOLE**

Our journey of 800 miles from the edge to the very centre of the Arctic Ocean will scientifically benchmark its condition and provide, in the words of leading scientists, "crucial data" in helping to understand what is happening, right now.



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#Lastpole Expedition

The “Unconquered Everest” of the Polar Regions and an essential transect of the Arctic Ocean

There is a place deep in the Arctic
 Where mankind has yet to reach
 A place that is furthest from land
 The very centre of the Arctic Ocean
 The Northern Pole of Inaccessibility

It is a journey of over 800 miles across treacherous sea-ice
 In one of the most inhospitable environments on Earth
 We'll face frigid temperatures that will freeze flesh in seconds
 Polar bears that will hunt us
 And an Ocean that will swallow us up
 It will take, perfect preparation, steely determination
 Great team work and massive amounts of reserves to succeed
 But when we make it, we'll have achieved not only
 A World First

But a vital benchmark for the scientific community and the measurement of Global Change

Jim McNeill will lead this extraordinary attempt in February 2018.

Few, if any, have the length and breadth of experience to pull this off.

And he has some innovative engineering to help him.

You can take part in this historic event!

He is looking for 28 committed people, in 4 teams of 7

To undertake comprehensive training
 And at least a 20 day leg of the expedition

These are ordinary people

From all walks of life

From many nations

United in singular purpose

True citizen science

Wholly fulfilling

A visual account of the Arctic Ocean

A vital data-set and benchmark

Televised by newscasters across the globe

Reported weekly by TV, Radio and Online media partners

This Not just another Polar Expedition

But a real contribution to the Present

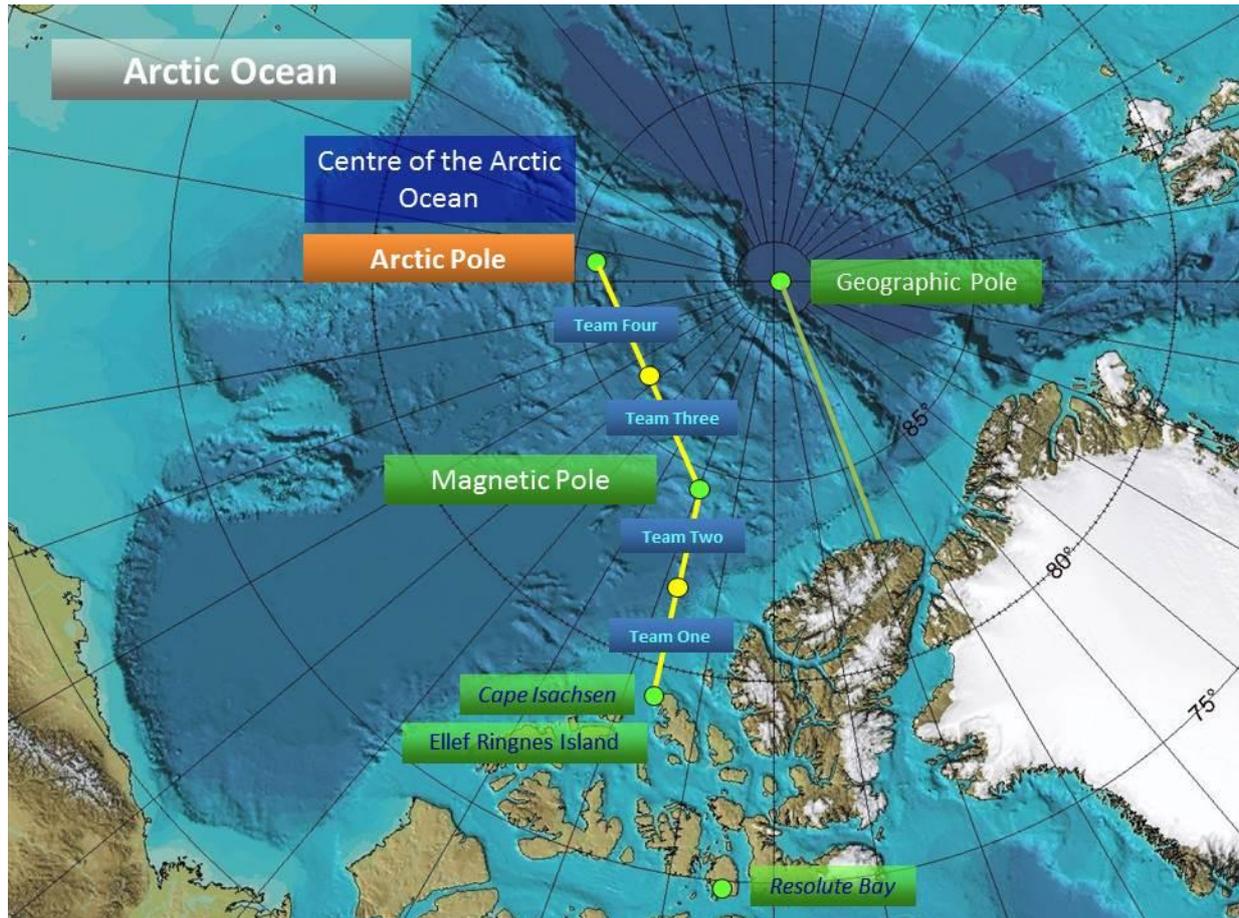
And to the Future

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The Pole of Inaccessibility is named that for good reason.

Arguably one of the most important unfolding stories in the world's media is the state of the Arctic Ocean. As an early warning indicator it is vital that we know what is happening to our Polar Regions and we continue to monitor them. Without such data how do we know anything we attempt to do to mitigate climate change is actually working?

This is a massive endeavour to be the first to reach the Northern Inaccessible Pole

The Northern Pole of Inaccessibility was first established by Sir Hubert Wilkins in 1927 when he wanted to traverse the Arctic Ocean by aircraft for the first time and therefore needed to know where the very centre of the ocean was. Obviously in 1927 the technology for establishing this furthest point from land was limited in its accuracy. In 2005 Jim McNeill, Ice Warrior's Founder, had been working with NASA-sponsored US scientists from the National Snow and Ice Data Center to validate their satellite estimates of the degree of sea ice melting when he asked them to re-establish the exact position using the latest GPS and satellite technology. In doing so it identified that a number of islands off of the Russian coastline were missed out.

This changed the position from 84°03'N 174°51'W to 85°15'N 176°09'E (note the new easterly longitude) and has now been ratified by The Scott Polar Research Institute and Cambridge University.

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The Northern Pole of Inaccessibility remains the last significant place on earth, as yet, unreached by humankind. By definition, it is the furthest point from land on the Arctic Ocean (the very centre) and over 270 miles from the Geographic North Pole.

The expedition, subject to the level of funding required, is set to start in mid February and finish in May 2018. The journey is an 800-mile, 80-day expedition, divided into 4 legs of 20 days and team members are being sought for each of the legs.

You will take part in a fully comprehensive training programme that will ensure all participants are safe and competent polar travellers, gaining skills that are really useful in both business and life in general.

Throughout the transect and under the guidance of the world's leading scientific authorities, we will be gathering brand-new scientific data to document the condition of the Arctic Ocean and establish a benchmark for scientists to compare year-on-year. We will be extending our knowledge of this crucial region.

Notes from Jim

What am I looking for?

I am looking for decent, courageous, determined, dedicated, kind and loyal people with the right positive attitude and commitment, who have enough time to put in the effort required to do this.

It's not easy. If it was, lots of people would be doing it and the pole would have been reached by now.

I'm not looking for experts as every aspect of becoming a modern-day polar explorer is covered within the training process.

You can start as a complete novice to outdoor activities.

Or, have some **existing skills**, which I will assess, and build your path to polar competence.

Your Commitment to Ice Warrior – You will:

1. Engage with and promote **all the aims** and aspirations of the Ice Warrior Project
2. **Dedicate yourself** – time and effort - to Ice Warrior and #Lastpole and reach competence during the training and development process
3. Take an **integral role** within the training squad and the final expedition team
4. **Undertake at least a 20 day leg** of the 80 day expedition (on ice) – allowing for 26 days away
5. Make **every effort**, from the outset, to raise £12,000 through sponsorship, as your contribution towards the expedition budget and understand if you do not reach this level you might well be dropped from the Ice Team.

PLEASE NOTE – you cannot pay for your participation – you have to raise the funds through sponsorship and I will teach you how, provide materials and guidance throughout. You may find, however, you will have to fund, upfront, your training and kit & clothing costs and recoup them through sponsorship later on.

6. **Ensure you are fit** and healthy enough to undertake both the training and the endeavour (you will be asked to sign a medical disclaimer)
7. Be **happy to be a subject** of the Feature Documentary telling the tale of your own story and that of our endeavour (there is a separate Film Release Form in this respect)

Please Note: This is not an Adventure Holiday and therefore don't expect things to go to plan in a timely fashion. For reasons of expediency and progress, I reserve the right to change the plan and timings, throughout. A positive and flexible attitude is required.

My Commitment to You – I will:

1. **Lead you** in this endeavour, bringing to bare my 33 years of polar experience
2. **Dedicate my time and effort** to ensure:
 - a. you reach the status of being a competent polar explorer (if at all possible)
 - b. you have the skills, materials and support to raise the funds necessary for your participation – Total of £20 k - donation £12k plus £8k your expenses, training and kit
3. **Provide you** with all the kit and clothing required to achieve this at highly discounted rates (included in above figures)
4. **Choose** other polar explorers, guides and instructors to achieve these aims
5. **Wholly support** and help your application to your employer to take part in this historic endeavour
6. **Be available** at all times to support you in this endeavour

If you're still interested in joining me please complete [Your Information](#), below – answer the two questions and send back to me in an email. I will get back to you ASAP.

Your Information

Name:

Address:

Email:

Mobile telephone:

Age:

Occupation (please explain fully):

Why do you wish to join the team?

What do you think makes you suitable?

If you are accepted and are happy to proceed, the next step is to book onto the training.

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Summary

So far Ice Warrior has trained over 350 people from all walks of life to be safe, responsible and competent Polar travellers and explorers.

The whole process is an extraordinary journey of self-development, of real achievement, of learning and of comradeship.

I do hope that in reading this document Ice Warrior has captured your imagination and secured your support. I'm immensely proud of what we have achieved to date and am very excited by our ambitious plans to take Ice Warrior into areas that will further benefit not only our participants and our supporters but humanity in its fullest form.

Development
Discovery
Delivery

For discussion on any detail please do contact me on +44(0)777 565 1471

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