

THE DARK ICE PROJECT

NORTH POLE IN WINTER - BY BOAT, DRIFT AND SKI



LAUNCHING OCTOBER 2017

BE PART OF THIS UNIQUE AND ASTONISHING VENTURE
WE NEED FINANCIAL PARTNERS TO JOIN THE PROJECT
AND SUPPORT – OFFLINE, ONLINE AND THROUGH SOCIAL MEDIA

Three of Britain's most accomplished polar expeditioners: James Wheeldon, Alex Hibbert and George Bullard, have come together to launch an expedition that hasn't been attempted since Fridtjof Nansen, perhaps the greatest polar explorer of all time, famously reached his 'Furthest North'. Nansen's expedition lasted three years from 1893-96 and concluded with one of the most remarkable survival stories in history.

The team will depart at the close of the brief High Arctic summer from the northern coast of Alaska, travelling towards the edge of the polar icepack in a modified lifeboat. On arriving at the pack-ice, they will winch the boat atop the ice to avoid being crushed, and using the ocean currents, drift a part distance across the sunless, frozen Arctic Ocean.

Finally, the trio will make their six-hundred-mile bid for the North Pole, on foot, to greet the rising sun. It will be one of the longest and most demanding polar expeditions in history, will receive no resupplies, and spans the full length of the Polar Night.

The Journey

- Over the course of the six-month-long journey, the team will endure the long, freezing polar night, polar bears and no sunlight for the entire duration.
- Living on the lifeboat alongside food, science, navigation and communication equipment in the confines of the lifeboat will test their skills to the limit.
- The team will remain fully connected to the outside world – committed to meaningful dialogue and communication with their audience.



In return, your brand or product will ally itself with a gripping story of human endeavour. You will receive a wide range of tailored benefits, including extensive media coverage.

Get on board via theteam@darkiceproject.com
Twitter, Facebook and Website under development