



BEN
SAUNDERS
+ SCOTT 2012

The expedition Captain Scott died trying to achieve - the most poignant journey of the golden age of Edwardian exploration - remains unfinished to this day. In October 2012, on the centenary of his final expedition, a British team set out to complete his two-way journey to the South Pole.

SCOTT 2012 OVERVIEW

Ben Saunders is a pioneer in one of the most demanding fields on earth. A record-breaking polar explorer, he is one of three in history to ski solo to the North Pole, and holds the record for the longest solo Arctic journey by a Briton.

In October 2012 - on the year of the London Olympics, the Queen's 60th Jubilee and the centenary of Captain Scott's last expedition - Ben and his team mates Alastair Humphreys and Martin Hartley take on the most ambitious polar expedition in the last century. The four-month, 1,800 mile Scott 2012 will be the first return journey to the South Pole on foot and the longest unsupported polar journey in history.

In the last 100 years, twelve people have stood on the moon and more than five thousand have climbed Everest. Yet Scott's dream still remains unrealised. No one has ever walked from the coast of Antarctica to the South Pole and back again.



PATRON:
FALCON SCOTT
(SCOTT'S GRANDSON)

DATES:
OCT 2012 – FEB 2013

DISTANCE:
1,800 MILES

START POINT:
S77° 38' (SCOTT'S HUT)

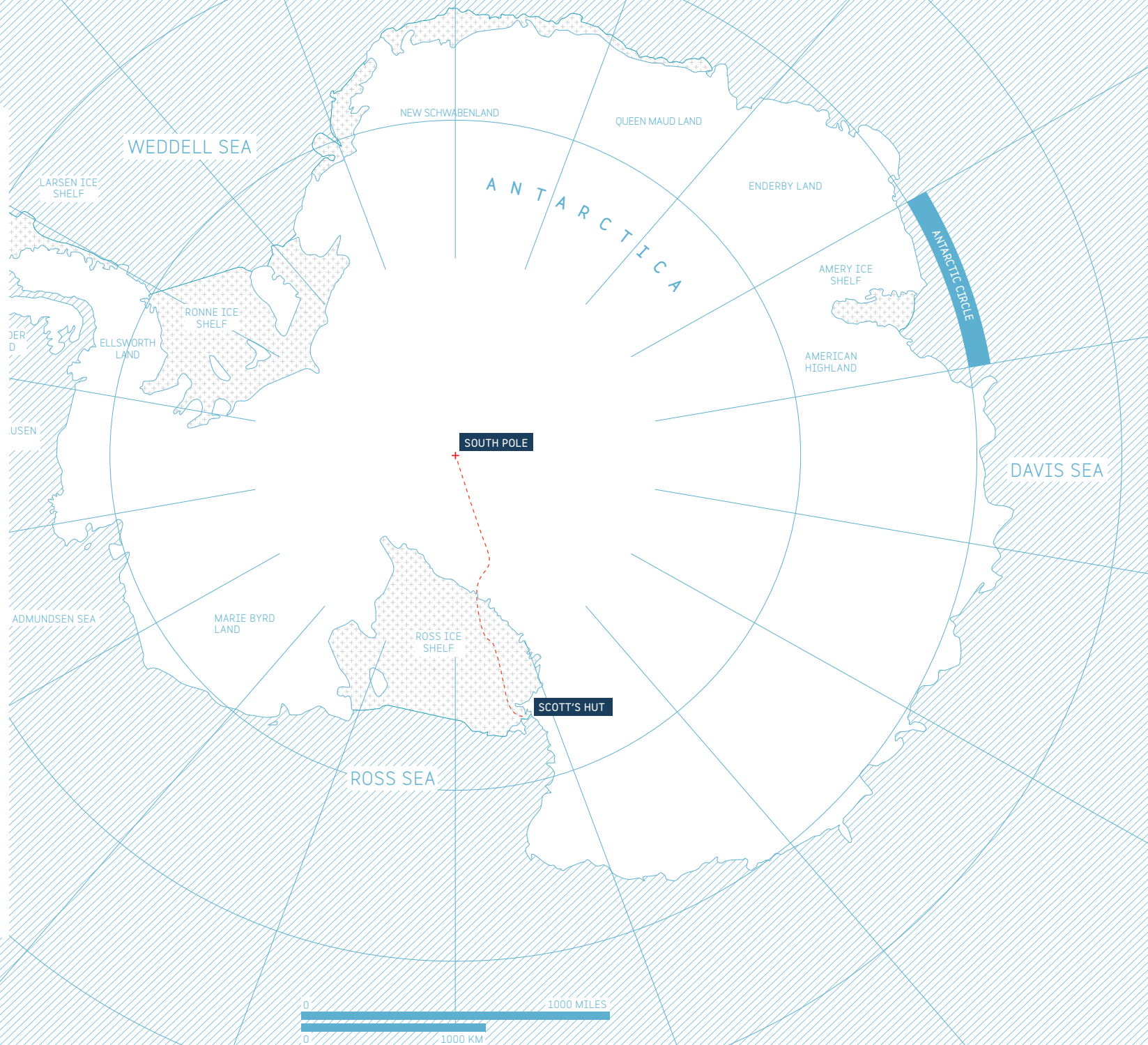
TEMPERATURE:
-50 TO 0 C

WIND CHILL:
-70 C

CALORIE INTAKE:
6,240 KCAL/DAY

SLED WEIGHT:
APPROX. 200KG

DURATION:
105 DAYS



TIMELINE

EXPEDITION PRESS LAUNCH

Mid September
2012

EXPEDITION & SPONSORS SEND-OFF PARTY

Early October
2012

ARRIVE IN ANTARCTICA

Late October
2012

EXPEDITION STARTS FROM SCOTT'S HUT

Start of November
2012

ARRIVE AT GEOGRAPHIC SOUTH POLE

Late December
2012

FINISH EXPEDITION AT SCOTT'S HUT

Early February
2013

EXPEDITION WELCOME HOME PARTY

Late February
2013



SHARING THE JOURNEY

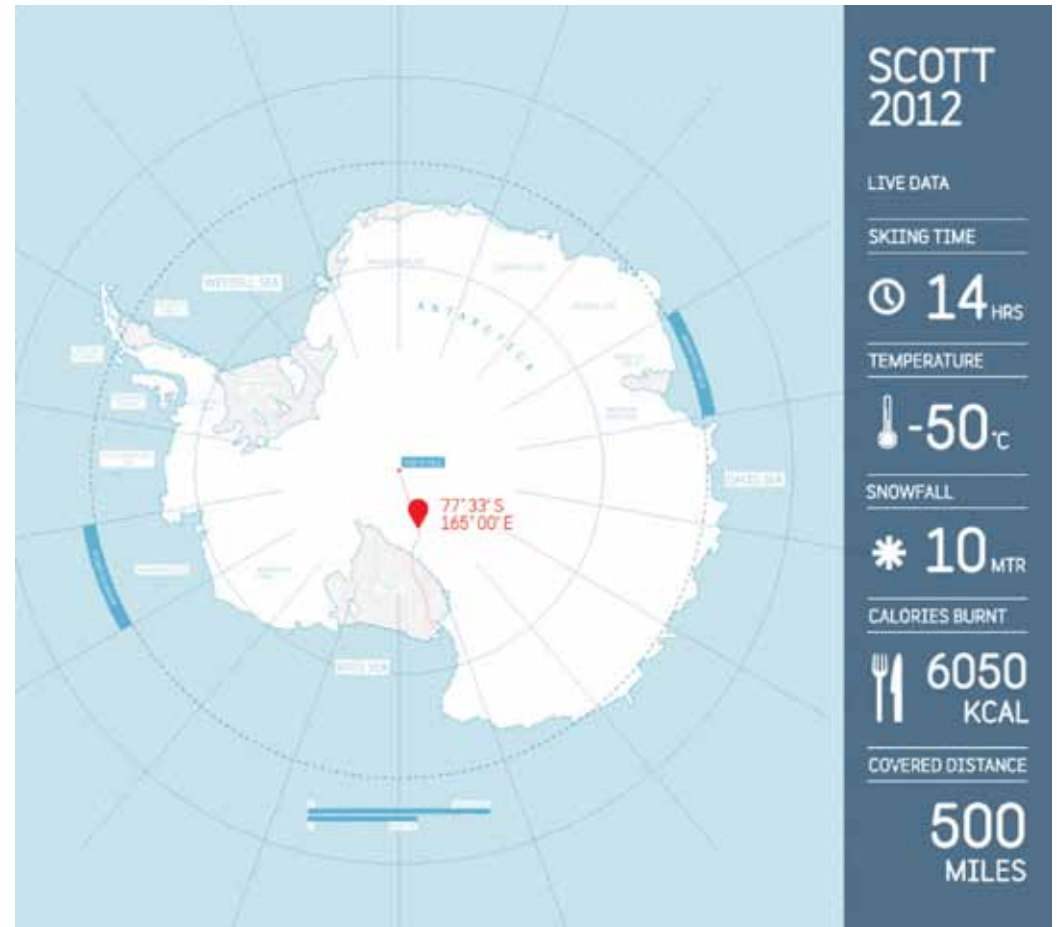
How many people can you fit in a tent?

In April 2003, Ben sent the first ever real-time video from the North Pole. In 2004, 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 they

both posted "online diaries" long before the term "blog" had entered the public's awareness. Martin's images have been sought after globally and exhibited in venues and publications including the Explorers Club and Time Magazine. Ben has pioneered uploading data from expeditions, sending text, images, audio and video back from



Image © Martin Hartley



the field on a daily basis. Unlike conventional explorers, the team's feats resonate with a tech-savvy youth audience. Scott 2012 offers unique and compelling content, with scope for followers to engage with the expedition's content via Twitter, YouTube, Vimeo, Facebook, the expedition's site and even a

bespoke tracking app. Pioneering technology is at the heart of what makes Scott 2012 unique: its ability to let ordinary people live vicariously through Ben, Alastair and Martin's experiences as they unfold.

GLOBAL REACH & ENGAGEMENT

Ben's expeditions have secured coverage around the globe, and his 2004 expedition website received 7.4 million visitors. Ben has spoken in 19 countries, and his expeditions, stories and spirit have inspired, educated and engaged audiences worldwide.

Alastair has spoken in 30 countries and his lecture to a full house at the 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 fifteen years."

The team's reputation continues to grow and an exclusive media partnership with The Times makes Scott 2012 a unique platform to support a Title Sponsor's marketing objectives.

THE  **TIMES**



Image © BBC breakfast



Image © Andy Ward

TEAM BIOGRAPHY

BEN SAUNDERS

One of three in history to ski solo to the North Pole (and the youngest to do so by more than ten years), Ben holds the record for the longest solo Arctic journey by a Briton. He is an acclaimed public speaker, an Ambassador for The Prince's Trust, and a Patron of the British Schools Exploring Society.



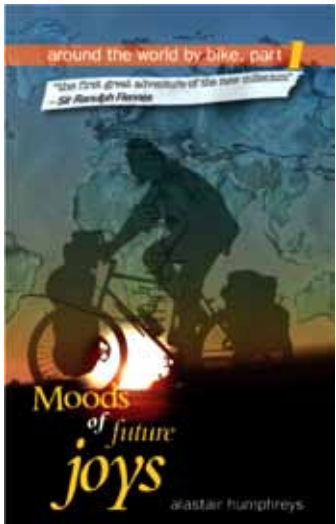
Image © TED Conferences LLC



Image © Ben Saunders

TEAM BIOGRAPHY

ALASTAIR HUMPHREYS



An accomplished adventurer, author, speaker and photographer. Alastair cycled over 46,000 miles around the world aged 24. Since then Alastair has rowed oceans, walked, rafted and kayaked across countries and competed in adventure races around the world. He frequently writes for newspapers and magazines and has written three books.



TEAM BIOGRAPHY

MARTIN HARTLEY

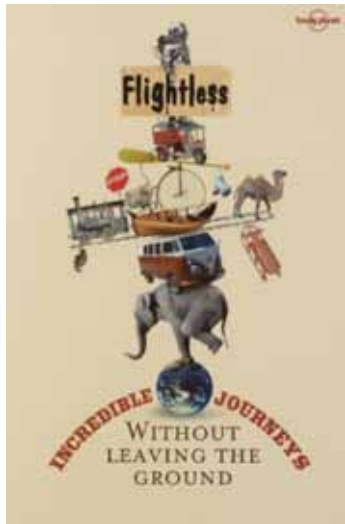


One of the world's leading adventure travel photographers (recently voted one of the top 40 “Most influential nature photographers on the planet” and one of Time Magazine’s Heroes of the Environment), Martin specialises in documenting the most inaccessible places on earth. He has documented 20 unique polar assignments and is the only professional photographer to have crossed the Arctic Ocean on foot and with dogs.



TEAM BIOGRAPHY

ANDY WARD



(Expedition Manager)

Aside from professionally managing Ben's expeditions since 2007, Andy is an accomplished adventurer and photographer. In 2004 he walked more than 3,300 miles from London to Asia to raise money for the British Red Cross. He frequently has photos published in travel books and magazines and has written for the Lonely Planet.

Image © Andy Ward



CONTACT

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Expedition website:

SCOTT2012.ORG

“We have been discussing at supper whether future explorers will travel further over this inhospitable country. Evans remarked that if they do they “Would have to leg it,” and indeed I think they would.”

– Captain Scott