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## News Release

*For Immediate Release*

### **Here He Goes Again: Going for a First-ever Expedition This Time to the “Three” Poles in One Year**

*Renowned explorer, Eric Larsen, today announces his new **Save the Poles Expedition**  
to educate on the issues of global warming*

GRAND MARAIS, Minn. (December 5, 2007) — Maybe it's the -31 degrees Fahrenheit temps that lures him back, or the fact that he'll be the first-ever explorer to reach the summit of Mt. Everest, the North and South Poles all within a 365-day period. Although, with this renowned explorer it's really about going out again to raise awareness of a global problem that he's passionate about — global warming. Arctic Explorer Eric Larsen recently returned from the first-ever summer expedition to the North Pole where he pulled and paddled modified canoes over 600 miles of shifting sea ice and open ocean to reach the destination.

Announced today, Larsen will begin an unprecedented journey in 2009 to the top, bottom and roof of the world to create awareness of global warming, advocate strategies for reducing carbon emissions and collect relevant scientific data for scientists to study how we need to make change. This feat has never been completed in one year. To date, only 15 people (no Americans) in history have been to all three “poles.”

When asked why, Larsen says, “This expedition will tell the story of these last great frozen places so we can educate on the environment and try to find ways to make a change.”

The Save the Poles Expedition's objectives are:

- Complete the first-ever expedition to Mt. Everest, the North and South Poles by an American within 365 days
- Create awareness of global warming, advocate strategies for reducing carbon emissions and collect relevant scientific data
- Produce a documentary film, book and educational CD-ROM that focuses on global warming, teamwork and the spirit of adventure
- Develop a post expedition multi-media lecture series for education in schools and organizations

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Mount Everest and the North and South Poles represent the harshest and most extreme environments on the planet. Yet as inhospitable as these places are to humans, they are also the areas most affected by people. By summer 2040, the Arctic Ocean will be ice-free. Recently, the 1,250 square mile Larsen B Ice Shelf collapsed off of Antarctica and disintegrated into the Southern Ocean. Snow and ice once stretched to Edmund Hillary's Everest base camp but now ends five miles above. While we are seeing the most dramatic changes in the polar and higher altitude regions, global warming is an issue that affects us all.

### ***About Eric Larsen***

Larsen has spent his entire life in pursuit of wilderness. An arctic explorer, dog musher, adventure racer and educator, he has spent the past 12 years adventuring in some of the most remote and wild places left on earth. Totaled, Larsen has traveled enough wilderness miles to circle the globe nearly two and half times. Larsen's history-making expedition, One World Expedition, was the first-ever summer journey to the North Pole. Larsen's other expeditions include a 700-mile dog sled journey through Northern Ontario, a six-week dog sled journey in the barren lands of the Canadian Arctic, several training trips to Hudson Bay and countless dog sled races. He has also ridden his bike across the United States, been a back country ranger in Alaska, a white water canoe guide in Colorado and wilderness trip leader in Hawaii. A gifted communicator as well, Larsen travels the country giving motivational and educational lectures to K-12 schools, universities, nonprofit organizations and corporate groups. To see more about this modern-day explorer, visit [www.savethepoles.com](http://www.savethepoles.com).

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