



iinet | **1000HourDay** connect better | **EXPEDITION**

2008 Expedition

www.1000HourDay.com

contact@1000HourDay.com

Chris Bray: 0403 823 418 & Clark Carter: 0416 936 916
29 Wollstonecraft Ave, Avalon Beach, NSW 2107, Australia





Overview

In July 2005, Chris Bray (22yrs, Australian Geographic 2004 Young Adventurer of the Year) and Clark Carter (21yrs) plunged deep inside the Arctic Circle to do what no one ever had – travel unsupported across Victoria Island, the world's ninth largest island.

Travelling in the Arctic summer the pair dragged and paddled their 250kgs of supplies for 58 days over some of the harshest terrain on Earth. Enduring blizzards and a touch of frostbite, Arctic wolves and polar bears looked on as they marched along frozen tundra and ice strewn coastlines. Sponsored by leading organisations including Australian Geographic, Gore-Tex, Air Canada, Leatherman and the University of NSW, they received large amounts of media coverage including weekly live TV news interviews via satellite, broadcast internationally.

It took meticulous planning to prepare for the expedition, organising their own logistics, sponsorship, safety measures, media coverage and even designing and building a specialist wheeled kayak or Paddleable Amphibious Cart (PAC). While the goal was to cross the island, a journey of over 1000 km east to west, various setbacks and the extreme nature of the conditions prevented them from reaching the far side.

Despite this, the expedition was heralded a great success. They managed 350 kilometres of mostly untrodden terrain on this pioneering adventure of their own conception. But for Chris and Clark that was not enough. In July 2008 they will return to Victoria Island and complete what they set out to do.

Commencing July 2008, they plan to head back to the arctic and fly back to the 2005 endpoint, dig up the flag left buried there, and continue some 700km to the far western side of the island. This time the pair will set out with approximately 100 days of supplies stored in two completely redesigned PACs, and by drawing on all the experience gained in 2005, they are confident in completing this epic adventure.





Interesting Aspects of Upcoming 2008 Expedition

- World-First: Upon completion, will be the first expedition to have crossed Victoria Island, and we will cross regions never before seen by human eyes. A rare example of true exploration.
- Two-man team, each hauling revolutionary new amphibious all-terrain carts, loaded with 200 kg of supplies. We designed and built these ourselves specifically to suit the environment, are radically different from the 2005 design, including carbon fibre frame, massive 1.5m tall inner-tube wheels covered in the world's toughest fabric (made for NASA mars landings).
- We are both members of the 'Society for Human Performance in Extreme Environments' for which we'll be conducting research, and the prestigious international 'Explorers Club' for which we'll be carrying a historic flag and documenting our discoveries.
- Much of our route leads us through extremely remote and unexplored regions. Scientists, archaeologists and the local people are excited by the potential for discoveries. In 2005 we discovered ancient artefacts including bone tools and archaeological ruins, dating back to the islands Inuit cultures as early as 2000 BC. We also found countless fossils such as ammonites dating back between 200 and 500 million years.
- Extraordinarily diverse landscape - dragging, wheeling, hauling and paddling our supplies for 100 days, over 700 km of lakes, tundra, pack ice, cliffs, swampland, bare rock, permafrost & glacial moraine. Much of this land has never been visited by humans before.
- In 2005 we did weekly live TV interviews and emailed out regular updates including photos by satellite, gaining a large following from all over the world, receiving thousands of emails. In 2008, faster satellite technology enables us to also transmit video clips and we have lined up a substantial amount of media exposure already – see the media section of this document.
- We will be filming the expedition in high-definition wide-screen. Having already captured 40 hours of spectacular footage in 2005, combined, the complete story will make for a strong documentary which will be marketed internationally.
- Our progress will be followed by several schools, and we present talks regularly at primary schools, high schools, universities, outdoor festivals, even Australian Citizenship ceremonies.
- For approximately the first 1000 hours the sun will remain in the sky 24 hours a day, with the exciting exception of 1st August when we will witness an amazing solar eclipse! When the sun finally does set, we'll experience the 'Northern Lights' or Aurora Borealis.
- In 2005 we encountered temperatures as low as -38 degrees C with wind-chill, and by staying even later in the season in 2008, we expect even lower temperatures.
- Incredible wildlife: Polar and grizzly bears, musk ox, arctic caribou, wolf packs, arctic foxes, seals, belugas and bowhead whales – all unaccustomed to, and curious of humans.
- Locals on the island told us "No one goes to the places you are headed, and as far as I know, no one's been." The islands interior is shrouded in unknown - bizarre reports from pilots sighting whale skeletons hundreds of km inland and bones from species of bison that haven't lived on the island for 8,900 years.





Safety Considerations

Safety is paramount. We pride ourselves in considering every possible risk and taking all the necessary steps to mitigate them to minimise the chance of personal injury and resulting negative PR for our sponsors.

We each always carry a personal distress beacon (EPRIB), have satellite phones and backups, are trained to use our extensive first-aid kits, daily report our position and intended route, and have predetermined procedures for handling emergencies, evacuations and loss of communications.

In the worst case scenario for example an evacuation, we know the location of all the surrounding pilots - which are aware of our presence - and carry their contact details to immediately coordinate the fastest pickup, the funds for which already exist as the end of the expedition already requires a remote area pickup.

We have not had any accidents on any of our previous journeys, and all media exposure has been positive. If you would like a copy of our 2008 expedition safety considerations, feel free to ask.

“The Australian Geographic Society is pleased to sponsor responsible adventurers like Chris Bray and Clark Carter. Chris and Clark have a field-proven reputation of reliable expedition planning and risk-management preparation throughout their several expeditions which have incorporated a wide variety of conditions and challenges.”

Sandy Richardson, Society Administrator, Australian Geographic Society.

Australian
GEOGRAPHIC





Our Philosophy on Adventure

Defining the true spirit of adventure is difficult, but we feel it important that our journeys be unique and innovative. We are not inspired by simply trying to break or better records – to us, that's a competition, not an adventure. Adventure should be about trying something new and embracing the unknown - finding yourself on the very edge of what is possible – physically, mentally and technologically.

We don't set out to try and 'conquer' the elements, but instead experience them – and endure them when we must. Outside your comfort zone, existence becomes both wonderfully simple and brutally honest. It's about living life, not glory.

Safety is always our number one priority. Risks are inherent in all adventures and certainly no adventure is worth dying for – but through meticulous planning and preparation we focus on reducing these risks down to a level we feel comfortable with. In today's increasingly secure and almost numbingly comfortable lifestyle, to a certain extent, a little responsible risk taking and occasionally 'doing it tough', enables one to truly feel alive. There is a great sense of satisfaction gained from achieving something that is truly difficult, and through this, we hope to give others the courage and inspiration to reach for their own goals.

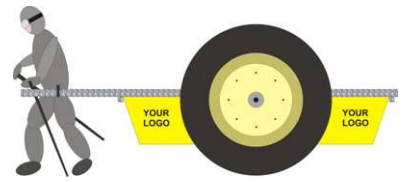
The Aurora Borealis 'Northern Lights' 2005



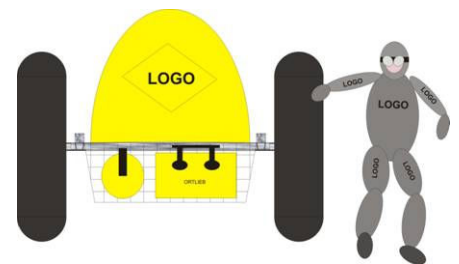
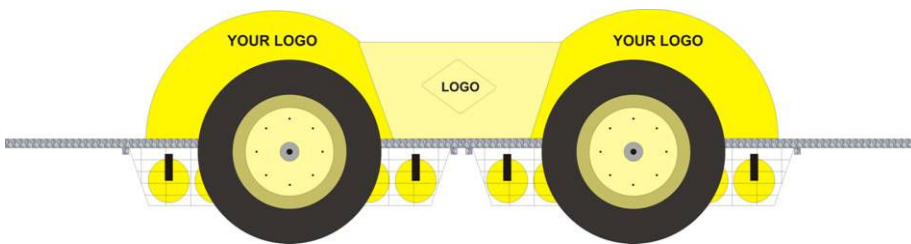


PAC (Paddleable Amphibious Cart) - Version 2 for 2008 Expedition

Hindsight is invaluable. We have completely redesigned our 2005 PACs and begun construction of these radically different carts. Some major design features are described below.

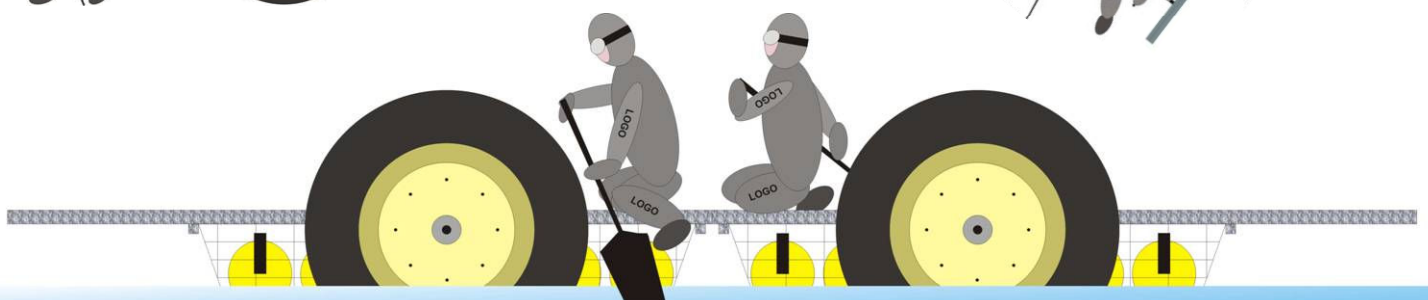
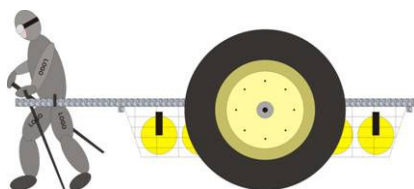
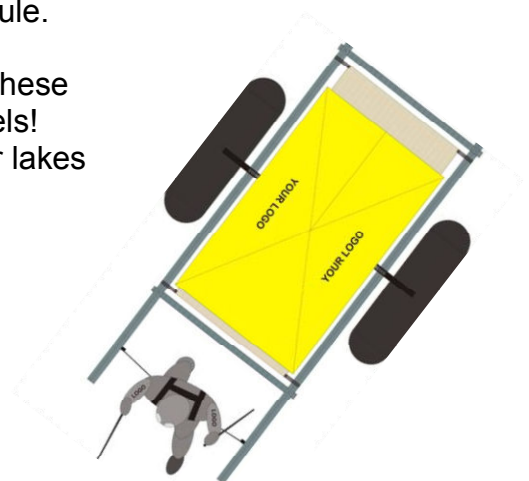


Huge 1.5 m diameter tractor inner tubes for wheels, covered in puncture-proof Kevlar/Spectra fabric. These will be able to roll right over the large jagged rocks that constantly flinging us around in 2005; won't sink into mud or breaking through ice, and will be much lighter with composite carbon-fibre rims that come apart and stack for air transport! The whole PAC frame (held together with lashing joints so there are no stressed parts to wear or fatigue this time) disassembles into a pile of tubes which slide inside each other - no cargo ships this time!



No more wasting time looking for a tent site or sleeping on ice, mud or sharp rocks – each night snap the 2 PACs together end-to-end and prop up the two single-man tents which always stay on top of the PACs - with sleeping bags etc already inside – just slide the poles in and get in. The tents are linked with a specially designed connecting vestibule.

No more lifting the PACs to swing wheels up for kayak mode – these PACs snap together, forming a stable raft floating on the 4 wheels! It'll be a slow paddle but the western half of the island has fewer lakes and the northern coastline is entirely frozen in.



Publicity Created for Sponsors from 2005 Expedition

Mass Media

- Weekly TV news interviews during expedition with Sky News broadcast internationally
- Other TV interviews including NBN News, 'Totally Wild' on Channel 10
- Magazine articles including 11-page feature in Australian Geographic, D-mag and Northern Beaches Weekender.
- Newspaper articles including double page spreads in local and international papers.
- Radio interviews with local, national and international stations including ABC, CBC, 4BC, StarFM, BayFM and others.
- Expedition updates with pictures emailed out and posted online every 3 days by satellite, gaining a large following from all over the world, receiving thousands of supportive emails.
- Exposure through many online sites including ThePoles.com (an online portal for expedition news), and over 100 other webpages (a simple Google search for "Chris Bray Clark Carter" will do.).
- Exposure through official expedition website www.1000HourDay.com as well as our individual webpages www.ChrisBray.net and www.ClarkCarter.com. These sites all include logos and links to our sponsors.

Endorsement and Affiliation

- Product reviews and written testimonials / endorsements along with photographs and video showing sponsor products in action (Leatherman.com.au, Rode.com.au, GoreTex.com.au, YowieSnowshoes.com).
- Photographs and video from expedition for sponsors own PR use.
- Logo on expedition garments and sled/kayak – highly visible in all subsequent exposure.
- Availability for public appearances and corporate events for our sponsors.

Public Speaking

Sell-out and repeat public lectures such as at the Australian Geographic Society headquarters, corporate event speaking, motivational speaking at schools (both primary and high), staff training, trade shows, exhibitions and festivals, key speakers at leadership courses, Australian citizenship ceremonies, outdoor Duke of Edinburgh Award, Explorers Club annual dinner, and enterprise workshops.

Expressions of Media Interest for 2008 Expedition, to date (April 2007).

Judging from the exposure gained in 2005, we anticipate a considerable amount of exposure through all forms of media for 2008. Despite being 14 months away, we have already secured expressions of interest from Sky News TV to conduct weekly live TV interviews via satellite phone with photos and videos, broadcast internationally to a huge audience. The Sydney Morning Herald newspaper is interested, and ABC Radio National's 'Breakfast' program (500,000 daily listeners) has said they are interested in doing several interviews pre, during and post expedition (Exec. Prod. Madeleine Genner), as well as stations MMM (Producer Anna Hamilton), 2UE (Exec. Prod. Murray Olds) and 2GB (Program Director John Brennan).

Examples of Publicity Created from 2005 Expedition

NATION A15

Arctic trek featured cold, fog and wolves

Aussie pair say they miss it already

TIFFANY CRAWFORD
CANADIAN PRESS

VANCOUVER - After a world-first trek across the frozen tundra, it was going to take a lot more than a long night's sleep in a warm bed or a steaming cup of hot joe at a cozy coffee shop to cure Chris Bray's homesickness.

Paradoxically, it wasn't the sunny shores of his home country the 22-year-old Australian adventurer was missing.

Instead, Bray was longing for numbing minus-40 weather, fog so thick you can't find your campsite for days, and being confronted by a pack of unpredictable Arctic wolves.

"When you're out there, it is all so exciting and it becomes your life - and that becomes normal," Bray said.

He and fellow Australian Clark Carter, 21, set out in July to hike the 1,000 kilometres across Victoria Island, deep inside the Arctic Circle.

If successful, they would have been the first people ever to traverse unsupported across the ninth-largest island in the world.

However, the pair did not quite reach the far side of the island.

Deadly winter gales forced them to be picked up on Day 58 of what was to be a 65-day endeavour. They returned Saturday.

Bray says they were "thrilled" to make it as far as they did.

A five-week strike by container truck drivers at Vancouver-area ports this summer threw a wrench in their plans.

Their sleds, called Paddleable Amphibious Carts (PACs) - hybrid sleds, canoes, carts and white-water kayaks with detachable wheels that Carter invented - were held up in a container while the strike continued.

The two watched as their small window of 65 days before the onset of winter closed in, and their dream slowly faded.

Summer on Victoria Island is confined to July. Temperatures typically hover above freezing, compared with winter temperatures that plunge below minus-40.

Creamy white polar bears, beluga whales and muskox entertained the weary hikers as they



Arctic adventure to break new ground



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Beach warm-up for Arctic trek



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Adventurer packs trip wire to keep polar bears at bay



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Two cool adventurers



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Chris Bray



Most young men dream of going on adventures to far flung regions of the world. Chris Bray, now 23, grew up living this dream - sailing around the world for 5 years with his family on their homemade yacht. Leading an active outdoor lifestyle, when he was just 20 Chris organised and embarked on a 30-day expedition in Tasmania's untracked south-western wilderness – complete with airdrops of supplies. Australian Geographic labelled this trek 'one of the toughest foot journeys in the world' and named him, along with his hiking mate Jasper Timm, the 'Young Adventurer of the Year' in 2004.

This trek was soon followed by other journeys and in 2005 Chris lead a 2-man, world-first, 58-day, unsupported expedition across the largely unexplored Victoria Island in the Arctic. Together with companion Clark Carter they hauled their home-made wheeled kayaks behind them,

loaded with 250kgs of gear and supplies each. "If it were easy," Chris says, "then everyone would do it. But waking up every morning knowing that today you'll experience things that few, if any, ever have – it's incredibly motivating." Crossing regions never before seen by human eyes, they filmed unforgettable encounters with arctic wolves and polar bears and documented archaeological sites while the temperature plunged to minus 38 deg with wind-chill.

When Chris was just 16 he established a business retailing electronics online, and performed highly academically - coming 'dux'/'first' of both Primary and High Schools. A UAI of 99.2% earned him a 5yr scholarship to study Electrical Engineering at UNSW, which he completed in 2006 with first class honours and awards in Project Management. In the same year he started up his second Australian business, 'Expedition Facilities' www.ExFac.com through which he currently runs the GORE-TEX Spirit of Adventure Grant with fellow explorer Clark Carter, with whom he will return to Victoria Island in 2008 to finish what they set out to do.

Elected as a member of – and now Membership coordinator for - the prestigious international Explorers Club, as well as being a part of the Society for Human Performance in Extreme Environments, Chris is fast forging an exciting career blending all his passions including photography, writing, film making, and primarily applying his engineering skills to developing innovative approaches to adventuring. Having presented numerous, even sell-out lectures for the Australian Geographic Society, Air Canada, Icebreaker, Gore-Tex, The Explorers Club, adventure expos and motivational talks for both high school and primary schools, Chris hopes to encourage others to reach for their own life goals.

"Chris Bray represents the future of ground-breaking exploration." ~GORE-TEX® Australia website.

www.ChrisBray.net www.1000HourDay.com



Clark Carter



At 22 years of age, Clark Carter is passionate about two things – Adventure and Filmmaking. Fortunately for him, he is able to combine both of these passions into what is quickly becoming a career for the young Australian.

Between July and October 2005, Clark (then 21) and fellow adventurer Chris Bray (then 22) from Sydney's Northern Beaches, embarked on a world-first expedition in an attempt to traverse Victoria Island, located in the remote Canadian arctic. The pair spent 58 days, alone, in their effort to cross the estimated 1100km of mostly unexplored land totally unsupported, in which they dragged, paddled and wheeled 250kg each behind them in their self designed and built all-terrain carts. However, due to unforeseen circumstances and the nature of the expedition, after 58 days, the pair had not reached their destination, but found themselves instead, only one third across the island. Not beaten, Clark and Chris decided to bury the Australian

Geographic Society's flag they carried, with the plan to one day return, dig up the flag and continue on their quest.

Currently studying for his B. Arts (Media and Communications) Majoring in Film at the University of NSW, Clark is an experienced filmmaker, taking 37 hours of High Definition footage during the 2005 expedition across Victoria Island. He has worked as a freelance cameraman and was the assistant sound editor on several major films including Marvel Comics "Manthing" and Universal's AFI nominated "Hating Alison Ashley".

During his travels, Clark endeavours to capture not only his experiences on film, but also record the world through which he travels. Rather than embarking on adventures trying to rule and conquer the elements, Clark chooses instead to immerse himself in them, and in this way gets more out of the experience. Exploring how far the human spirit can push the body past its perceived limits, Clark has experienced parts of the globe that very few ever have, inspiring others to also reach beyond their own limits.

Clark is a motivational speaker who has presented many lectures on his Victoria Island expedition with Chris Bray. The pair have held several sold out lectures for the Australian Geographic Society, Air Canada, Icebreaker, Gore-Tex, The Explorers Club, Adventures in Film Expo as well as motivational talks for high school and primary schools.

Clark is a member of the prestigious Explores Club and also the Society for Human Performance in Extreme Environments. Clark currently runs the GORE-TEX® Spirit of Adventure Grant with fellow explorer Chris Bray and has plans to return to Victoria Island in mid-2008 for the second part of their expedition to be the first people in history to completely traverse Victoria Island.

Sponsor References and Endorsements

Gore-TEX® Australia: *“Chris Bray, together with fellow adventurer Clark Carter, represent the future of ground-breaking exploration.”*

Rory Scott (Managing Director, Australian Geographic): *“Expeditions of this scale and vision promote the true spirit of adventure, and are vital to the development of a strong national character.”*

Isabelle Alaban (Marketing Communications, W.L. Gore & Associates): *“In all of their dealings with us, they have demonstrated their professionalism. The expedition was extremely well planned. They not only honored their obligation to us as a sponsor, but went out of their way to look for and create opportunities to promote our brand. I have no hesitation in recommending them.”*

Frith Campbell (Marketing Executive, Icebreaker NZ Ltd): *“We chose to sponsor Chris and Clark because of their professional approach towards their expedition, organization and obvious determination to make it a success. I have no hesitation in recommending them as very worthwhile to support by way of sponsorship.”*

Peter & Caroline Davidson (EPIRBHire.com.au) *“I have no hesitation whatsoever in recommending Chris Bray as a representative for a product or cause. For what was a very modest sponsorship on our part, Chris has delivered in spades.”*

Eric Philips (IceTrek Expeditions, 1st Australian to both Nth and Sth poles) *“I’m inspired by expeditions that push the exploration angle of adventure, like Chris Bray and Clark Carter’s current trek across Victoria Island in the Canadian Arctic. Such expeditions show innovation and individuality and don’t shy away from the fact that untracked terrain and novel techniques increase the possibility of failure.”*

Sue Fear (Accomplished Australian mountaineer): *“Really keen and totally into adventure for the right reasons. Heartening to see.”*

Don & Margie McIntyre (Renowned Australian adventurers): *“A diverse and fascinating challenge. Very inspiring!”*

Andrew Grunseit: (Year Advisor, Barrenjoey High School) *“Listening to and watching this incredible adventure unfold, our students were literally on the edge of their seats. Chris and Clark tell their inspirational tale with humour and humility that the students can draw from in so many areas of life.”*

Feedback from sold out public lecture: *“It was just what I needed to plan for the future and realise what is important in life.”*

3 March 2006

To Whom It May Concern

I am delighted to write this letter on behalf of W. L. Gore and Associates to recommend to you Chris Bray and Clark Carter. We helped sponsor these two remarkable young men on their Ocean Frontiers 1,000 Hour Day Expedition which attempted an unsupported crossing of Victoria Island.

In all of their dealings with us, they have demonstrated their professionalism. The expedition was extremely well planned and the sponsorship document they presented to us was one of the most complete proposals I have ever seen.

They not only honored their obligation to us as a sponsor, but went out of their way to look for and to create opportunities to promote our brand. We consider the return on investment they created for us and will continue to create for us through their planned documentary and speaking engagements to be significant.

Their regular expedition updates from Victoria Island were not only informative but well written making them interesting to read. Their public speaking style is relaxed and audiences react warmly to their humour and story telling style.

No doubt they will be mounting other expeditions and looking for sponsorship. I have no hesitation in recommending them to you.

Yours sincerely



Isabelle Alaban
Marketing Communications
W. L. Gore & Associates

W.L. GORE & ASSOCIATES (AUSTRALIA) PTY LTD

ABN 90 002 134 465 • ISO 9001:2000

SUITE 1, 13a NARABANG WAY, BELROSE, NSW 2085

POSTAL ADDRESS: PO BOX 232 FRENCHS FOREST, NSW 1640

TELEPHONE: 61 2 9473 6800 • FACSIMILE: 61 2 9450 1246 • WEBSITE: www.gore.com



icebreaker

Icebreaker New Zealand Ltd
Level 2, Hope Gibbons Building
7-11 Dixon Street
PO Box 959
Wellington

ph 64-4-385 9113
fax 64-4-385 9114

ICEBREAKER SPONSORED ATHLETE REFERENCE

To Whom It May Concern:

Icebreaker sponsored Chris Bray for his Ocean Frontiers 1000 Hour Day Expedition in July, August and September 2005 to hike unsupported across Victoria Island in the High Arctic.

We chose to sponsor Chris because of his professional approach towards his expedition, organization and obvious determination to make it a success.

We provided Chris with Icebreaker gear for his 1000 Hour Day Expedition on the grounds that he would endorse Icebreaker products, write articles and mention Icebreaker where ever he could, inform us of his progress during the expedition and attend Icebreaker events where possible.

Chris has done all of the above and continues to do so. During the Expedition he sent newsletters on a weekly basis, he sent photos and stories for our catalogue, tells everyone he meets about Icebreaker and will be attending our retailer training evenings to give a presentation of the expedition and the part Icebreaker played in it.

He is an extremely polite person who always considers and appreciates what his sponsors do for him, this is reflected in the fact that he also secured other incredible support from the likes of W.L. Gore & Associates, Leatherman and Air Canada.

Icebreaker relies heavily on word of mouth endorsements and I know that Chris does this for us in all situations where it is appropriate and for this reason we have recently renewed his sponsorship contract with Icebreaker.

I have no hesitation in recommending Chris as someone very worthwhile to support by way of sponsorship. Should you have any specific questions please do not hesitate to contact me.

Kind regards

Frith Campbell
Marketing Executive - **Icebreaker NZ Ltd**
frith.campbell@icebreaker.com

29 November 2004

To whom it may concern

I have no hesitation whatsoever in recommending Chris Bray as a representative for a product or cause. For what was a very modest sponsorship on our part, Chris has delivered in spades.

We first met Chris two years ago when he hired a Personal Locator Beacon from us for a bushwalking trip. When Chris put a sponsorship proposal to us in late 2003, we were pleased to oblige as he was an existing customer and lived locally. We were after exposure in the adventuring area and this was an opportunity that would cost little but perhaps reap benefits down the track- literally! As Chris' trip along the west coast of Tasmania neared, we were impressed with the efforts he made to keep us informed and when he delivered the plan for the trip with itinerary and day by day schedule, we knew he would be successful in his quest. Our business is based on safety so he is a great role model for anyone pursuing a challenge "out there". Being such an exciting venture, it provided us lots of opportunity to talk about his trip and at the same time promote the use of EPIRBs and PLBS. All this was before he and Jasper were awarded Australian Geographic Young Adventurers of the Year.

With such recognition, Chris put even more effort into his sponsorship. Articles in the local paper and another in the Northern Beaches Weekender put our name out there. The presentation at Australian Geographic Lecture Room was delivered with enthusiasm, modesty and wonderful detail to a full theatre and our products were there on stage promoted to our target market.

For any young adventurer to achieve what Chris did is remarkable. Australian Geographic applauded the thorough preparation as well as the physical and mental strength that went into making the trek successful. We also applaud the professional attitude and promotion on our behalf that Chris has reliably delivered. We will happily continue to support him in his ventures and follow his journeys with admiration.

