

2008 I2P SOUTH POLE QUEST



TO THE SOUTHERN
TIP OF THE WORLD
IN 35 DAYS

2008 i2P SOUTH POLE QUEST

"ADVENTURES THAT INSPIRE AND EDUCATE
YOUNG PEOPLE TO PROTECT
THIS FRAGILE PLANET AND ITS PEOPLE"



impossible2Possible (i2P) is on a mission to inspire our next generation of global leaders and we are looking for like-minded organizations to join us.

i2P uses adventure to inspire and educate young leaders for sustainability causes. We do this three ways:

- 1) We host service-learning adventures where youth come in contact with people, places, and issues beyond themselves to learn about sustainability problems and solutions
- 2) We offer leadership programs for youth to teach them how to speak, teach, and lead initiatives pertaining to sustainability
- 3) We conduct high-visibility elite expeditions that bring media attention and protection to some of the most amazing and environmentally sensitive regions in the world

i2P's next elite expedition is a quest to shatter the speed record for the traditional expedition route from Hercules Inlet to the Geographic South Pole—a trek of 680 steep, frigid, grueling miles. In the process we will bring attention to why and how we must protect this critical Polar resource to prevent the acceleration of global warming and protect communities around the world.

680 MILES (1094 KILOMETERS) IN RECORD TIME!

In November of 2008, three world-class adventurers, including famed ultra-runner Ray Zahab and legendary arctic explorer Richard Weber, will trek 680 miles (1094 kilometers), self-supported, to the South Pole in a record time of 35 days. Dragging sleds weighing over 160 pounds (73 kilograms) each, the team hopes to achieve what most are saying is impossible!

Achieving the impossible, however, is nothing new for our team. Weber is one of the most respected arctic explorers in the world and has a number of expeditionary firsts to his name, including being the first person to reach the North Pole from both sides of the Arctic Ocean, and the first person to find and reach the precise geographic North Pole. Richard has trekked to the North Pole more times than anyone in history.

Zahab's accomplishments include numerous first-place finishes in the most extreme ultra-running competitions in the world, as well as an historic 4500-mile (7250 kilometer) run across the entire Sahara Desert. Running 40 miles (70 kilometers) per day for 111 days without a single rest day, Zahab and two other runners became the first in history to cross the entire Sahara on foot. A documentary film narrated by Matt Damon and directed by Academy Award winner James Moll captured this entire expedition; *Running the Sahara* will be released summer/fall of 2008.

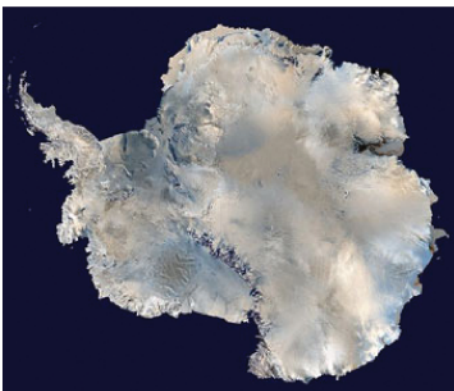
WHY SPEED TO THE SOUTH POLE?

i2P is attempting this speed record to create a worldwide drama that will inspire the adventurer in everyone and to draw attention to a precious and fragile geography—Antarctica. This beautiful continent is the less understood of the two Polar Regions. Our expedition will bring attention to the issues impacting Antarctica and the need for more research in order to prevent climate change and provide sustainability solutions.

Over the course of a grueling 35 days, the adventurers will trek from sea level to approximately 10,000 feet (3,048 meters) in temperatures of less than -76 degrees Fahrenheit (-60 Celsius). Our media partner, the Matter Network, will film and broadcast this dramatic record attempt live to a huge North American and worldwide audience.

In the process, i2P adventurers will gather data for an as-yet undisclosed scientific project that will support solutions for worldwide climate problems. We will involve young environmental leaders in the project as research assistants and/or as spokespeople for the expedition and for the preservation of Antarctica.

The Antarctic, viewed by scientists as a key part of the earth's thermodynamic system, is less understood in terms of climate trends and their potential impact than the Arctic. In coming years, will the continent warm or cool? Will warming cause or prevent sea level rise? Scientists need more data in order to predict what will happen to Antarctica and how these changes will impact people around the world.



Antarctica is undergoing changes that threaten to destroy the earth's fragile balance; it is, therefore, critical to increase our understanding of this isolated continent. i2P's South Pole Speed Trek will raise awareness, support research, and generate funds to understand and combat climate change and its social impact.

A POWERFUL MEDIA AND BROADCAST OPPORTUNITY

As with previous i2P events, this will be a major media event broadcast live on the internet and covered by major news and entertainment media. The 2008 South Pole Quest will combine gripping live entertainment with an important sustainability message.

i2P's most recent event, the Canada ONExONE (www.canadaonexone.com), which involved running 13 ultra marathons in 13 days in all 13 Canadian provinces, generated an initial count of over 34 million direct media impressions, and the number continues to grow. i2P used its impressive media capabilities along with cutting-edge integrated telecommunications and videography equipment (generously provided by our sponsor, Rogers, Communications) to tell the dramatic story of this run in real time.

Based on a strategic analysis of past i2P events and factoring in our new partners and the scale of the South Pole Quest, media impressions for the South Pole Speed Trek are estimated at over 250 million in the US and Canada, and up to 650 -750 million worldwide*. As with previous i2P events, we will use cutting edge technologies and distribution strategies to maximize the visibility of this event online and in other major media outlets. This means that our message/broadcast will be read/heard/seen by millions worldwide and our sponsors will enjoy maximum mainstream media exposure.

The South Pole Quest will be broadcast live in Canada, the US, and abroad by our media partner The Matter Network. We will also have international mainstream news coverage through our public relations partner, Blue Sky Strategies. All of this coverage will benefit our corporate partners through positive, high-impact brand visibility.

**See enclosed media report from Bluesky Strategies for the Canada ONExONE.*

PARTNERS

The success of any venture depends on the quality those involved. In addition to our own world-class team of athletes, educators, businesspeople and media experts, i2P is blessed with an amazing group of partners, whom we hope you'll join. Our partners, supporters, and friends include The Matter Network, The OneXOne Foundation, The Ryan's Well Foundation, Outside Magazine, The Climate Project, Crocs, Paul Frank Industries, Bluesky Strategies, Antarctic Logistics and Expeditions (ALE), and First Air.

Together with these amazing partners and your generous support, i2P will make expeditionary history and, in the process, help preserve our global future.

WHAT'S IN IT FOR ME ?

The South Pole Quest is designed to raise awareness, both for our cause and for our sponsors. Because of our experience, skill, and success in creating high-visibility media events, sponsors will enjoy a variety of opportunities to tap into our projected multi-million media impressions for a very attractive ROI. The opportunity for positive and far-reaching brand exposure coupled with our compelling mission to protect the earth and human communities make this a powerful sponsorship opportunity.

SPECIFIC BENEFITS:

Benefits of involvement, based on type of donor and level of contribution, include...

- Millions of views of your logo, product, and/or message through film, television, international news coverage, interviews, events, and the internet
- Millions of views of your logo, product, and/or message through the internet, including:
 - Matter Network's 25 robust network websites
 - South Pole Quest website
 - i2P website
 - i2P partner websites
- Click-through opportunities on the South Pole Quest website, i2P website, and partner websites
- Video blog promoting your company brand
- Logo placement on athletes, equipment, press-conference banners, speaking engagement programs, etc.
- Product testing and visible use during expedition
 1. Athlete testimonials—written, visual, and video
 2. Possible advertisement footage shot on location featuring logo, product, message
- Access to expedition and athlete images
- Product-testing opportunities
- Access to high-profile i2P 2009 Polar Run athletes for product promotion through speaking, advertising, event participation, etc.
- Co-branding opportunities on events and products
- Brand-licensing opportunities (i.e. limited access to i2P and/or South Pole Quest images and brand)
- A highly visible contribution to global sustainability and education
- Tax receipt for donation (US only, until Canadian Charitable Status is secured)





RAY ZAHAB

Winner of some of the world's most difficult and challenging ultra-distance foot races, Ray Zahab is motivated by challenge, distance and discovery. Late in 1998 Ray made a life changing decision to leave a pack a day smoking habit and very unhealthy life choices behind him. New Years day 2000 he went hiking with his brother John and never looked back.

New to the sport of running in 2004, ultra-marathoning took Ray from the cold north of Canada to the Amazon jungle. But it was the Sahara desert that ultimately captured Ray's heart. After racing across Niger, Egypt and Libya the idea was born to cross the entire Sahara out of a love for the terrain and it's people. In 2007, Ray Zahab and two others made history by running 4300 miles across the entire Sahara Desert, raising awareness for clean-water initiatives in Africa. This feat consisted of 111 consecutive 40 - 50 mile days of running in extreme desert conditions through six countries. Ray dreamed of this adventure after a 200 mile foot race in Niger, during which he became very attached to the Sahara and its people, the Tuareg. During this run, Ray met a young Tuareg girl who asked him for his water bottle so that she could drink the remaining drops. Ray later came to understand this interaction as symbolic of the profound clean-water crisis devastating the region. After witnessing and experiencing the water crisis and malaria epidemic in Africa, Ray decided to dedicate his future adventures to raising awareness and funding for causes that he supports and believes in.

Ray is a member of the board of Directors of the Ryan's Well Foundation, is the official Athletic Ambassador to the ONExONE organization, and is a representative of SpreadTheNet and the founder of Impossible2Possible. Ray was the recipient of the ONExONE Difference Award in 2007.

www.rayzahab.com



RICHARD WEBER

Richard has lead more than 45 Arctic expeditions from the years 1978-2007. He is without equals in the domain of North Pole travel. He has spent an unprecedented amount of time travelling on the Arctic Ocean, more than 600 days and nights. Richard, along with companion Misha Malakhov became the first to reach the North Pole with no outside help, no dogs, air planes, or re-supplies. As well, Richard was the first to cross the surface of the Arctic Ocean on skis. Richard is the recipient of several prestigious international awards including the Order of Friendship of Nations and Confederation Medal. His accomplishments and accolades are too numerous to list here. The first person ever to stand at the true Geographic North Pole, Richard and his wife Josee operate Arctic Watch- the furthest north lodge in the world, and they continue to guide expeditions and trips. www.arcticwatch.com



KEVIN VALLELY

Kevin Vallely is world-class in all that he does, whether it's retracing the historic arctic bicycle journey of gold miners from Dawson to Nome or kayaking on "The Sacred Sea of Siberia", Lake Baikal with his baby girl and wife or racing in the Eco-Challenge placing 6th out of 81 teams. He pursues excellence in life and sport and motivates students to do the same by applying lifesaving strategies to help minimize risk and maximize adventure.

www.kevinvallely.com



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CANADA ONEXONE MEDIA COVERAGE REPORT SUMMARY

Media Source	Circulation	Reach Factor
Print	1,751,822	4,379,555
Online	6,533,217	16,333,043
Broadcast	4,456,500	11,141,250
Sub-Total	12,741,539	31,853,848

Print

Date	Outlet	Journalist	City	Prov	Headline	Circulation	Reach Factor
18-Apr-08	Globe and Mail	James Christie	Toronto	ON	Athletes can run hot and cold	320,835	802,088
2-May-08	Vancouver Sun	Yvonne Zacharias	Vancouver	BC	Life turns around after running with the devil	167,483	418,708
7-May-08	Ottawa Sun	Aedan Helmer	Ottawa	ON	Running long to bring home a message	50,724	126,810
8-May-08	Calgary Sun	Bill Kaufman	Calgary	AB	Athlete lacing up for running odyssey	61,457	153,643
8-May-08	Calgary Herald	Trent Edwards	Calgary	AB	Cross-Canada running challenge kicks off in Calgary	126,075	315,188
8-May-08	Vancouver Sun	Vancouver	Vancouver	BC	Photo and caption	167,483	418,708
10-May-08	Ottawa Citizen	David Gonczol	Ottawa	ON	Running on empty is a risk	148,913	372,283
12-May-08	Winnipeg Free Press	Winnipeg	Winnipeg	MB	Renowned marathoner to run at the Forks	119,082	297,705
13-May-08	Winnipeg Free Press	Winnipeg	Winnipeg	MB	Ultra-marathoner runs in Winnipeg today	119,082	297,705
13-May-08	Saskatoon Star Phoenix	Richard Marjan	Saskatoon	SK	Multiple Marathon Man - PHOTO	55,400	138,500
14-May-08	St. John's Telegram	John Browne	St. John's	NL	ONE X ONE Makes Connection with Premier - PHOTO	34,743	86,858
15-May-08	St. John's Telegram	St. John's	St. John's	NL	Out to make a difference...in the long run	34,743	86,858
17-May-08	Summerside Journal-Pioneer	Stephen Brun	Summerside	PEI	Marathon Man tells students of global cause	9,303	23,258
20-May-08	Prince George Citizen		Prince George	BC	Running for a higher purpose	15,754	39,385
21-May-08	King Township Sentinel		King City	ON	Trail association to host ultra-marathoner Friday	7,100	17,750
21-May-08	Harbour City Star	Trent Edwards	Nanaimo	BC	Runner does it for the kids	34,500	86,250
Summer 2008	i-Run Magazine	Mark Sutcliffe	Ottawa	ON	Beginning the adventure of a lifetime		-
	N.B. Telegraph-Journal		Saint John	NB	Zahab is running for change	37,412	93,530
23-May-08	Whitehorse Daily Star	Jon Molson	Whitehorse	YK	Ultra-marathoner hopes to raise money and awareness	4,303	10,758
25-May-08	Ottawa Sun	Laura Czekaj	Ottawa	ON	Charity has miles to go	84,000	210,000
25-May-08	Ottawa Sun	Lynn Bermel	Ottawa	ON	Ray of light for children	84,000	210,000
5-Jun-08	Windsor Star	Trent Edwards	Windsor	ON	A marathon of ultra-marathons	69,430	173,575
Sub-Total						1,751,822	4,379,555

Online

Date	Outlet	Journalist	City	Prov	Headline	Circulation	Reach Factor
18-Apr-08	GlobeandMail.com	James Christie	Toronto	ON	Athletes can run hot and cold	1,330,075	3,325,188
2-May-08	VancouverSun.com	Yvonne Zacharias	Vancouver	BC	Life turns around after running with the devil	409,000	1,022,500
7-May-08	OttawaSun.com	Aedan Helmer	Ottawa	ON	Running long to bring home a message	157,456	393,640
8-May-08	CalgarySun.com	Bill Kaufman	Calgary	AB	Athlete lacing up for running odyssey	255,007	637,518
8-May-08	CalgaryHerald.com	Trent Edwards	Calgary	AB	Cross-Canada running challenge kicks off in Calgary	291,000	727,500
8-May-08	CTV.ca		National		Running Man	3,169,253	7,923,133
9-May-08	Northern News Service	Nathalie Dunleavy	Yellowknife	NWT	In the running	6,755	16,888
20-May-08	Prince George Citizen		Prince George	BC	Running for a higher purpose	25,000	62,500
21-May-08	Harbour City Star	Trent Edwards	Nanaimo	BC	Runner does it for the kids	37,374	93,435
22-May-08	Vancouver Sun		Vancouver	BC	Hollywood North	409,000	1,022,500
25-May-08	OttawaSun.com	Laura Czekaj	Ottawa	ON	Charity has miles to go	157,456	393,640
25-May-08	OttawaSun.com	Lynn Bermel	Ottawa	ON	Ray of light for children	157,456	393,640
13-May-08	Winnipeg Free Press		Winnipeg	MB	Ultra-marathoner runs in Winnipeg today	119,082	297,705
20-May-08	Journalpioneer.com	Stephen Brun	Summerside	PEI	Marathon man tells student of global cause	9,303	23,258
Sub-Total						6,533,217	16,333,043

Broadcast

Date	Outlet	Journalist	City	Prov	Headline	Circulation	Reach Factor
6-May-08	CJOH	Television	Ottawa	ON	n/a	9,000	22,500
6-May-08	CTV Calgary 12:00 pm News	Television	Calgary	AB	n/a	87,800	219,500
7-May-08	CTV Calgary 5:00 pm	Television	Calgary	AB	n/a	311,000	777,500
7-May-08	CTV Calgary 6:00 pm	Television	Calgary	AB	n/a	348,400	871,000
7-May-08	CTV Calgary 11:00 pm	Television	Calgary	AB	n/a	111,000	277,500
7-May-08	CityTV at 5:00 pm	Television	Calgary	AB	n/a	37,500	93,750
7-May-08	CityTV at 11:00 pm	Television	Calgary	AB	n/a	16,200	40,500
8-May-08	CTV	Television	National		n/a	881,000	2,202,500
8-May-08	Canada AM	Television	National		n/a	173,000	432,500
8-May-08	CityTV	Television	National		n/a	299,000	747,500
9-May-08	CH Hamilton	Television	Hamilton	ON	n/a	43,000	107,500
11-May-08	CTV Calgary	Television	Calgary	AB	n/a	115,000	287,500
11-May-08	CBC News Sunday	Television	National		n/a	100,000	250,000
11-May-08	CKWS Kingston	Television	Kingston	ON	n/a	1,000	2,500
11-May-08	VOCM-AM	Television	St. John's	NL	n/a	12,700	31,750
12-May-08	CityTV Breakfast TV	Television	Calgary	AB	n/a	13,000	32,500
12-May-08	CBC News Morning	Television	National		n/a	30,000	75,000
12-May-08	Prince George TV	Television	Prince George	BC	n/a	1,000	2,500
12-May-08	CTV - Canada AM	Television	National		n/a	881,000	2,202,500
12-May-08	CTV Calgary	Television	Calgary	AB	n/a	33,000	82,500
12-May-08	CTV Newsnet	Television	National		n/a	23,000	57,500
12-May-08	Prince George TV	Television	Prince George	BC	n/a	3,000	7,500
12-May-08	Global Saskatoon	Television	Saskatoon	SK	n/a	11,000	27,500
12-May-08	CBC Northbeat	Television	Yellowknife	NWT	n/a		
12-May-08	CBC radio Regina	Television	Regina	SK	n/a	13,000	32,500
12-May-08	CTV Saskatoon	Television	Saskatoon	SK	n/a	40,000	100,000
12-May-08	CBC radio Regina	Television	Regina	SK	n/a	36,000	90,000
12-May-08	CBC Calgary	Television	Calgary	AB	n/a	11,000	27,500
13-May-08	CityTV Breakfast TV	Television	Winnipeg	MB	n/a	7,000	17,500
13-May-08	APTN	Television	Winnipeg	MB	n/a	1,000	2,500
13-May-08	CBC Winnipeg	Television	Winnipeg	MB	n/a	23,000	57,500
13-May-08	CTV Winnipeg	Television	Winnipeg	MB	n/a	114,000	285,000
14-May-08	NTV St. John's	Television	St. John's	NL	n/a	167,000	417,500
14-May-08	VOCM-AM	Television	St. John's	NL	n/a	42,000	105,000
15-May-08	Telejournal Atlantique Moncton	Television	Moncton	NB	n/a	13,000	32,500
15-May-08	CBC Radio Two Halifax	Television	Halifax	NS	n/a	43,000	107,500
15-May-08	CBC Radio One Yellowknife	Television	Yellowknife	NWT	n/a	5,900	14,750
16-May-08	RDI Moncton	Television	Moncton	NB	n/a	1,000	2,500
16-May-08	CJXL-FM Moncton	Television	Moncton	NB	n/a	11,000	27,500
16-May-08	CJXL-FM Moncton	Television	Moncton	NB	n/a	12,000	30,000
16-May-08	CBC News Charlottetown	Television	Charlottetown	PEI	n/a	30,000	75,000
17-May-08	CTV	Television	National		n/a	73,000	182,500
17-May-08	CBC Radio - In Town and Out	Television	Ottawa	ON	n/a	20,000	50,000
20-May-08	CBC Radio Whitehorse	Television	Whitehorse	YK	n/a	79,000	197,500
23-May-08	CTV Vancouver	Television	Vancouver	BC	n/a	1,000	2,500
23-May-08	CTV - Canada AM	Television	National		n/a	173,000	432,500
Sub-Total						4,456,500	11,141,250