



## The Polar Race

- The challenge is a 350 mile race on skis to the North Pole, across some of the most desolate and dangerous terrain in the world. It is possibly the most extreme endurance test known to man.
- The Polar Race was inspired and organised by a team led by two of the best British adventurers: **Jock Wishart** and **David Hempleman-Adams**.
- 2007's gruelling race starts from Resolute Bay on the south side of Cornwallis Island in the northern province of Nunavut, Canada. It takes the contestants some 350 miles, by ski or foot, across some of the most desolate terrain in the world to the 1996 certified position of the Magnetic North Pole.
- Teams will leave for the Pole, a place less than 400 other people have visited, in April 2007 for three weeks of extreme sub zero temperatures and bitter winds.
- They must carry all their equipment by pulling 100lb packs and are likely to lose a third of their body weight.
- During the trek, teams must overcome immense physical and mental strain, navigate stretches of freezing water and avoid the very real danger of polar bears.
- It will be for all of them the most amazing, revealing and personal challenge they are ever likely to undertake.
- Teams are fully supported by experts providing full training, safety cover, specialist equipment and advice. They will be in touch during the race via satellite phones.
- For many this is an opportunity to achieve something truly amazing, inspire others to achieve too and raise a great deal of money for their chosen charities.

## Team Polar Horizon

- The all male trio consists of John Barker, a 29 year old agricultural banker from Leamington Spa, Emlyn Evans a 27 year old farmer and business man also from Leamington Spa and Alex Henney a 28 year old stockbroker from London.
- They began their gruelling training schedule in June 2006 and are leaving for Canada on March 29 2007 to begin the race.
- The team aims to raise £25k for Cancer Research UK, an organisation close to each of their hearts, and the Rugby based Wooden Spoon charity who support mentally, physically and socially disadvantaged children to achieve through sport, something fitting to the spirit of the challenge.
- On their return an educational and developmental program of motivational talks await them aimed at encouraging others to overcome difficult situations.

- **Biographies**

**Alex Henney**

Nationality	British
Residence	Fulham, London, UK
Profession	Stockbroker
Age	29
Height	178cm (5'10")
Weight	92kg (203 lbs)
Furthest north	Norway (63.4°N)
Coldest place visited	Meribel, French Alps (-25°C)



I currently live in Fulham, and work in the city. I've enjoyed spending most of my spare time in the cold from an early age, culminating in a season in the French Alps a few years ago. The natural progression from which was obviously the North Pole!

Participating in the Polar Race embodies an essence in an individual's personality that has long been lost in the average person, that of striving to achieve against all odds. Just to survive in this terrain takes courage, but to race requires a willingness and determination beyond the norm. I'm relishing the opportunity to test my endurance to the very limit. I have no dependants, nor responsibilities, which is lucky looking at my team mates, and knowing that there will be *a lot* of bears around!

**John Barker**

Nationality	British
Residence	Leamington Spa, West Mids, UK
Profession	Agricultural Bank Manager
Age	29
Height	194cm (6'4")
Weight	113kg (249 lbs)
Furthest north	Eskdale, Scotland (55.1°N)
Coldest place visited	The Alps (-20°C)



I'd ask my team mates **Alex** and **Emlyn** to write a few words about me:

"Always of the belief that if one man can do it then he can too, once John gained knowledge that a race to the North Pole existed, it was simply a job of "persuading" other team members with his sheer physical presence to sign up for the challenge.

"John's spare time is mostly spent destroying small people on the hockey pitch, while also scaring the life out of pisteurs with the speed that he launches himself down the European Alps.

"The other members of Polar Horizon are currently making a book as to whether the Arctic equipment manufacturers will actually stock boots in John's shoe size, however, the upside of such a dilemma is that no self-respecting polar bear will venture near the team's sleeping quarters having seen John's tracks for fear of biting off more than it can chew!"

### Emlyn Evans

Nationality	British
Residence	Leamington Spa, West Mids, UK
Profession	Farmer and Businessman
Age	27
Height	170cm (5'7")
Weight	85kg (187 lbs)
Furthest north	Stockholm, Sweeden (59.2°N)
Coldest place visited	Austrian Alps



My stomping ground is Leamington Spa, which I share with team mate **John**, and currently run a large part of the family business. I lay claim as the instigator of my team's participation in this "interesting" exploit, owing to a conversation piece in the pub along the lines of; "Fancy a walk to the North Pole?"

I love sport and have played hockey and rugby to the highest standards, however, adventure racing, walking and cycling are proving to be a brilliant new challenge and an eight hour endurance race now regularly form part of the working week!

I'm the mischievous one of the team, so it's highly likely that I cross the finish line on my own after planting seal blubber in **Alex's** pockets to attract polar bears, and booby-trapping the ice in front of John to check his arctic swimming technique. (Just kidding guys!)

## The Charities

### Wooden Spoon

- Wooden Spoon is based in Rugby; Warwickshire and aims to enhance the quality and prospect of life for children and young people in the whole of United Kingdom and Ireland who are disadvantaged physically, mentally or socially.

### Cancer Research UK

- Cancer Research UK is the world's leading independent organisation dedicated to cancer research. We support research into all aspects of cancer through the work of more than 3,000 scientists, doctors and nurses to improve the lives of all cancer patients.

## Training

A list of all training activities is available at [www.polarhorizon.co.uk](http://www.polarhorizon.co.uk)

## PR Activities

- The team is fully supported by the experts at the Polar Race. They also have a group of specialists helping them behind the scenes.
- The boys are holding a polar themed charity ball on 28 October 2006 for 300 guests at the Stratford Manor Hotel. The event will be coupled with a charity auction with all proceeds from the night going towards their fundraising target of £25k for Cancer Research UK and The Wooden Spoon.
- A live cross training demonstration is planned for later in the year when visitors will be able to see the boys in their full kit doing a twelve hour trek on cross county skis, the number of hours they will be skiing each day of their three week slog.
- Towards the end of the year the trio will be holding an event at the IceBar in London to raise awareness of their mammoth adventure and their chosen charities.
- Throughout the race the team will be sending back live footage of their endeavours and will be keeping their supporters up to date via a satellite phone and web logs.
- Other polar themed events will be taking place during the run up to their departure in March 2007 so visit [www.polarhorizon.co.uk](http://www.polarhorizon.co.uk) for more information.

## Team Support

- The team is fully supported by the experts at the Polar Race. They also have a group of specialists helping them behind the scenes.
- Professional expedition photographer: Phil Coates, [www.imagesofadventure.com](http://www.imagesofadventure.com)
- Press officer: Ellie King, [ellie@polarhorizon.co.uk](mailto:ellie@polarhorizon.co.uk)
- Accountant: John Thame, Ellacots
- Professional Aromatherapists: The Healing Tree, Leamington Spa