



## PRESS RELEASE

Dubai, April 22<sup>st</sup> 2009

### GREENLAND FOR A GREEN LAND

**Record-breaking Dubai-based British adventurer Adrian Hayes has officially launched his next Arctic expedition which uses the longest unassisted Arctic journey in history as a focus for the One Planet Living programme of sustainability.**

British UAE-based adventurer Adrian Hayes and Canadian adventurers Devon McDiarmid and Derek Crowe will be attempting a unique traverse of the full length of Greenland, from the Atlantic Ocean on the south coast to the Arctic Ocean on the north coast between May and July 2009.

Using the power of the wind to kite ski and haul 150kg sleds for 2 months over a 3500km route that has never been done before, the Emirates NBD Greenland Quest will also likely be the longest unassisted Arctic Polar journey in history.

Hayes, in the Guinness Book of World Records for being the fastest man to reach all three poles in succession (North, South & Everest) and becoming only the 15<sup>th</sup> person to ever to do so, has teamed up with twice South Pole veteran McDiarmid and photographer and kite skiing expert Crowe, both from Canada's Yukon. Territories.

In partnership with leading UK entrepreneurial charity BioRegional / One Planet Living, the expedition will provide the basis for a sustainability awareness campaign, with climate change and the melting Greenland ice cap the focal point.

During the expedition, they will also be performing scientific monitoring studies, on behalf of their international support team, on the rarely visited terrain. Their progress can be followed on the official website: [www.greenlandquest.com](http://www.greenlandquest.com) and facebook site [Greenland Quest](#).

“Devon & I decided to take on this never attempted route on Greenland when we were in the Antarctic in 2007” explained Hayes. “On the sustainability message, the stark facts are we are

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consuming natural resources at a rate 30% greater than they can be regenerated by the planet. If everyone in the World lived like an average European, we would need 3 planets to live on. North America 5 planets and other parts of the world live as though we have 7.”

“Our Greenland 4 a Green Land message is intended to highlight these issues and challenge people to consider how we can all get back on track for One Planet Living. The melting Greenland ice cap is the most visible warning on our planet if we don’t – to potentially severe consequences for our children” commented the former British Gurkha Army Officer and father of two.

The three men have largely trained independently, with MacDiarmid and Crowe living in Canada's Arctic and Hayes in the UAE, but got together in the Yukon in March. Training has involved kite skiing and, for Hayes, dragging tires in the very un-polar climates of the UAE's beaches or deserts.

His trip is being sponsored by several UAE based organizations, including the UAE’s largest bank Emirates NBD, who are the title sponsors of the Emirates NBD Greenland Quest, as well as Emirates Airlines and The National newspaper.

Hayes is delighted with the support that he has gained for the trip: “I really appreciate the financial support of all my commercial partners. In the UAE, companies are now taking their CSR responsibilities seriously. My commercial partners are all also starting on a journey to become better environmental companies. Sustainability though is not about ceasing, stopping, curtailing things, but about doing things smarter and more sensibly.”

Rick Pudner, CEO of Emirates NBD, commented: “We are always keen to learn of Adrian’s projects. The Emirates NBD Greenland Quest is different in that we hope to extend our bank’s own green environmental message “Greenland 4 a Green Land” to schools and educational establishments throughout the UAE.”

The Emirates NBD Quest launch was held at the Dubai Community Theatre & Arts Centre in Dubai on Wednesday. It was attended by over 100 UAE students aged between 10 and 12 who will follow the expedition on the [www.greenlandquest.com](http://www.greenlandquest.com) website and become ambassadors for Hayes’ “Greenland 4 a Green Land” message.

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For further information, please see [www.greenlandquest.com](http://www.greenlandquest.com) or alternatively contact:

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