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**All set for expedition**

Dubai-based British Explorer Adrian Hayes speaks during an event where he launched his Arctic expedition — set to be the longest unsupported Arctic journey in history — as a focus for the One Planet Living programme of sustainability. The event was held at the Dubai Community Theatre in Mall of the Emirates, Dubai.

Dubai-based explorer's Arctic trip aims to raise awareness of climate change

Dubbed Emirates NBD Greenland Quest, journey will cover 3,500km of ice in vertical crossing

By EMMANUELLE LANDEIS
Staff Reporter

Dubai Dubai-based British explorer Adrian Hayes set off for Greenland on Thursday — via the UK and Denmark — for his next arctic challenge to monitor the melting ice cap and raise awareness on climate change, due to begin on May 18.

The Emirates NBD Greenland Quest will take the Guinness World Record holder over 3,500km of ice in an unsupported vertical crossing of the entire Greenland ice cap, from the Atlantic Ocean in the south to the Arctic Ocean in the north.

The challenge aims to create a meaningful sustainability and climate change awareness project. Hayes

“I’m very passionate about this. We want to tell people why the Greenland Ice Cap matters to the world and how climate change is affecting us — but beyond that, what can we do about it?”

Adrian Hayes
Explorer

will be accompanied by two Canadian team members, Devon McDiarmid and Derek Crowe.

“I’m very passionate about this. We want to tell people why the Greenland Ice Cap matters to the world and how climate change is affecting us — but beyond that, what can we do about

it?” he told Gulf News days before departure.

During the journey, sustainability themes will be discussed each week on his blog set up in partnership with UK charity Bimregional/One Planet Living, with tips to reduce CO2 emissions in our daily lives or reducing waste. Hayes is the fastest

man to climb Mount Everest and cross the South and North Pole in 19 months.

The Emirates NBD Greenland Quest will take three times longer than the South Pole challenge, said Hayes. “It’s a long, long way and a lot can go wrong. The threat of injury is possible as we are using kites,” Hayes said and his teammates will be using ozone kites to cross the ice cap when winds are in their favour. The rest of the journey will be on foot pulling all equipment and food on a sledge. “If the wind is good we will just go without sleep. The priority is to move when there is wind,” he said. To follow Hayes on his journey log on to www.greenlandquest.com or log on to Facebook group Greenland Quest.