



EmiratesNBD

## PRESS RELEASE

Dubai, May 20th 2009

### Hayes Finally Begins His EmiratesNBD Greenland Quest

Dubai-based British explorer Adrian Hayes and his team were finally able to leave their base today and begin the Emirates NBD Greenland Quest.

"The skis finally turned up today. So we can now officially begin the Emirates NBD Greenland Quest.", announced a delighted Hayes, before setting off on a journey which is the equivalent of London to Cairo. It is expected to be regarded as the longest unassisted journey in Arctic History and will last between 65-80 days depending on the conditions.

Hayes - listed in the Guinness Book of Records as the fastest man to reach the 3 poles in succession ie North, South and Everest - feels confident in this team and the upcoming challenge: "Preparation has gone well. I don't think that I have ever done an expedition where I am so confident in our equipment and our team. Everyone has done a great job."

"The extra couple of days delay has meant that we have been thinking through taking out anything which is not essential and can help us in terms of less weight. That's a key part of this expedition. We must manage our resources and energy properly to achieve our goal."

Hayes is using the Emirates NBD Greenland Quest to raise awareness of the issue of "sustainability" and how countries worldwide need to address their use of the planet's resources. in cooperation with the BioRegional Charity and its "One Planet Living" message.

"If we can raise awareness of the issues of One Planet Living and how we can all manage and improve our use of the planet's natural resources, it will have been worthwhile", commented the 42 year old adventurer.

Hayes will be posting a blog every couple of days on his official expedition website:  
[www.greenlandquest.com](http://www.greenlandquest.com).

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

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