



Emirates NBD

PRESS RELEASE

Dubai, April 21st 2009

GREENLAND FOR A GREEN LAND

Record-breaking Dubai-based British adventurer Adrian Hayes today launches his next Arctic expedition which uses the longest unassisted Arctic journey in history to promote the urgent need for sustainable, one planet living.

Adrian Hayes is one of the world's leading adventurers. The Brit is in the Guinness Book of World Records for being the fastest man to reach all three poles in succession (North, South & Everest), becoming only the 15th person to ever to do so. His latest challenge involves using the power of the wind to kite ski and haul 150kg sleds for 2 months over a 3,500km route that has never been done before. The Emirates NBD Greenland Quest is likely to become the longest unassisted Arctic journey in history.

In partnership with leading UK entrepreneurial charity BioRegional, originators of the One Planet Living programme of sustainability, the expedition will provide the basis for a sustainability awareness campaign, with climate change and the melting Greenland ice cap the focal point. Hayes is attempting the expedition with two Canadian colleagues, Devon McDiarmid and Derek Crowe. The unique expedition route, which has never been attempted before, goes from the Atlantic Ocean on the South Coast to the Arctic Ocean on the North coast of the World's largest island.

The team will need to manage their own resources carefully. During the expedition, they will also be performing scientific monitoring studies on behalf of their international support team, on the damage done to the Greenland ice cap by the rest of the planet's use of resources. Their progress can be followed on the official website: www.greenlandquest.com.

“Devon & I decided to take on the Greenland challenge when we were in the Antarctic in 2007” explained Hayes. “Overall we are 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.”

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“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*. If we don’t, then the consequences for our children and our children’s children are not good...”, commented the former British Gurkha Army Officer and father of two.

Hayes, one of the Middle East's leading corporate coaches and speakers, is based in Dubai in the United Arab Emirates. His training for the expedition has involved both kite ski-ing and dragging tires with his kids in the desert or on Dubai's beaches. His trip is being funded by several UAE based organisations, 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 or 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 website and become ambassadors for the expedition's “Greenland 4 a Green Land” message.

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