

MOUNT VINSON – ANTARCTICA





In November 2011, the tropical city of Cairns, will farewell Jay Finucane and Craig Roberts as they embark on an environmental expedition to climb the highest mountain in the coldest and most remote place on earth ..

MOUNT VINSON



WHAT'S THE MISSION AND WHY ARE WE DOING IT?

To shine the spotlight on preserving our planet and one of its most pristine environments,



ANTARCTICA

Did you know that Antarctica has an environmental protection treaty that will expire in 2041?

Without the renewal of this treaty, Antarctica will be *mined and destroyed* for its precious mineral resources

Antarctica Facts

Antarctica is the Earth's 5th largest continent, measuring 14 million square kilometers (5.4 million square miles)

The ice sheet that covers almost all of Antarctica is the largest body of fresh water on earth, containing about 90% of the world's ice and 68% of the fresh water

If Antarctica's ice sheet were to melt, it would raise the level of the world's oceans about 60 meters (200 feet)



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At a local and community level we can all do small things that will make a dramatic difference in

OUR LIFETIME



The **environment** is *not* some far off place that some other people live in; It's right here, in our communities, in our schools, our beaches, our parks, our homes.

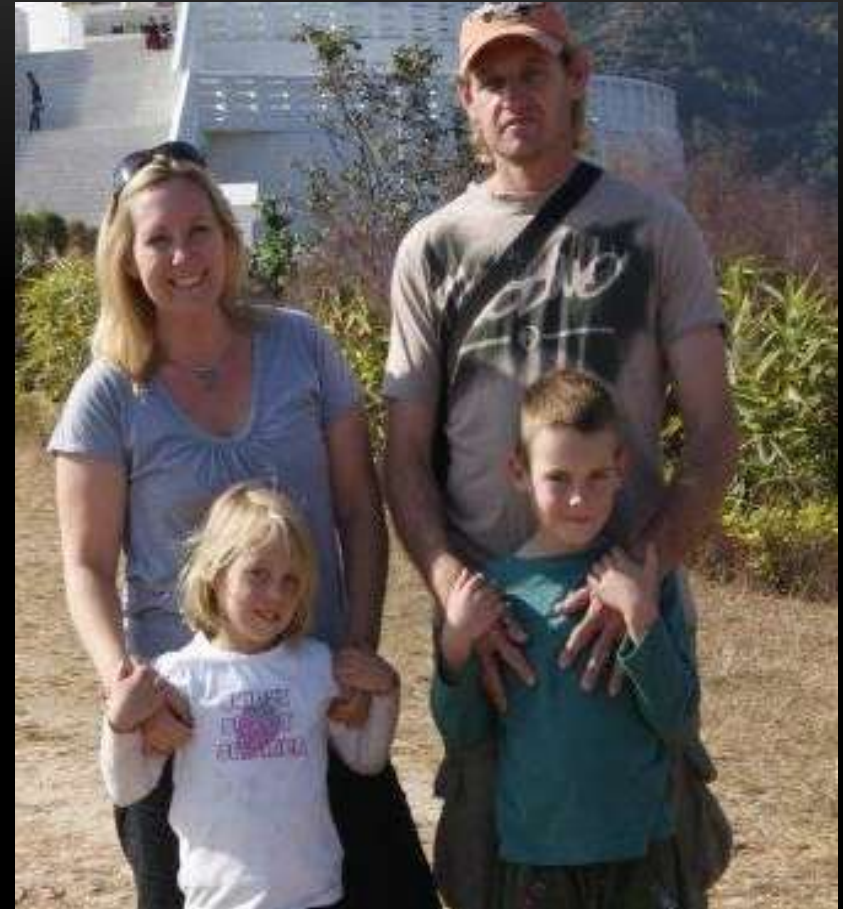
WHO ARE WE?



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- Carpenter, husband and father of two Jay Finucane has been climbing and exploring wild places for over 15 years.
- With the keep it cool 2011 Antarctic expedition he has taken on his most extreme challenge.
- The aim is to inspire other with actions not words. To shine the spotlight on the need for us to engage in sustainable practices use renewable energy resources and preserve and protect wild places



Who's Craig Roberts?

- I'm a hair dresser who's spent 25yrs in the fashion industry.
- With Beautiful wife Louise and sons Daniel and Jack
- What blows my hair back ...is the fantastic tropical environment of Cairns.
For me, this mission is about creating a platform that has the power to talk; inspire others and influence change, to protect this fragile environment.
- By breaking out of the stereo typical mould of the "hair dresser "and tackling the harshest environment on earth I can shout out , Australia wake up .
its up to all of us.





During this time we have witnessed first hand the effects that climate change is having on our planet



Meeting legendary polar explorer, Robert Swan (OBE)
we discovered a shared passion



“A PASSION TO PRESERVE AND PROTECT THESE WILD PLACES HAS INSPIRED US TO TAKE ACTION”



We want our children to be able to swim at beaches, to climb the same mountains we have climbed, to see Antarctica as it is today, not covered in oil rigs and heavy machinery

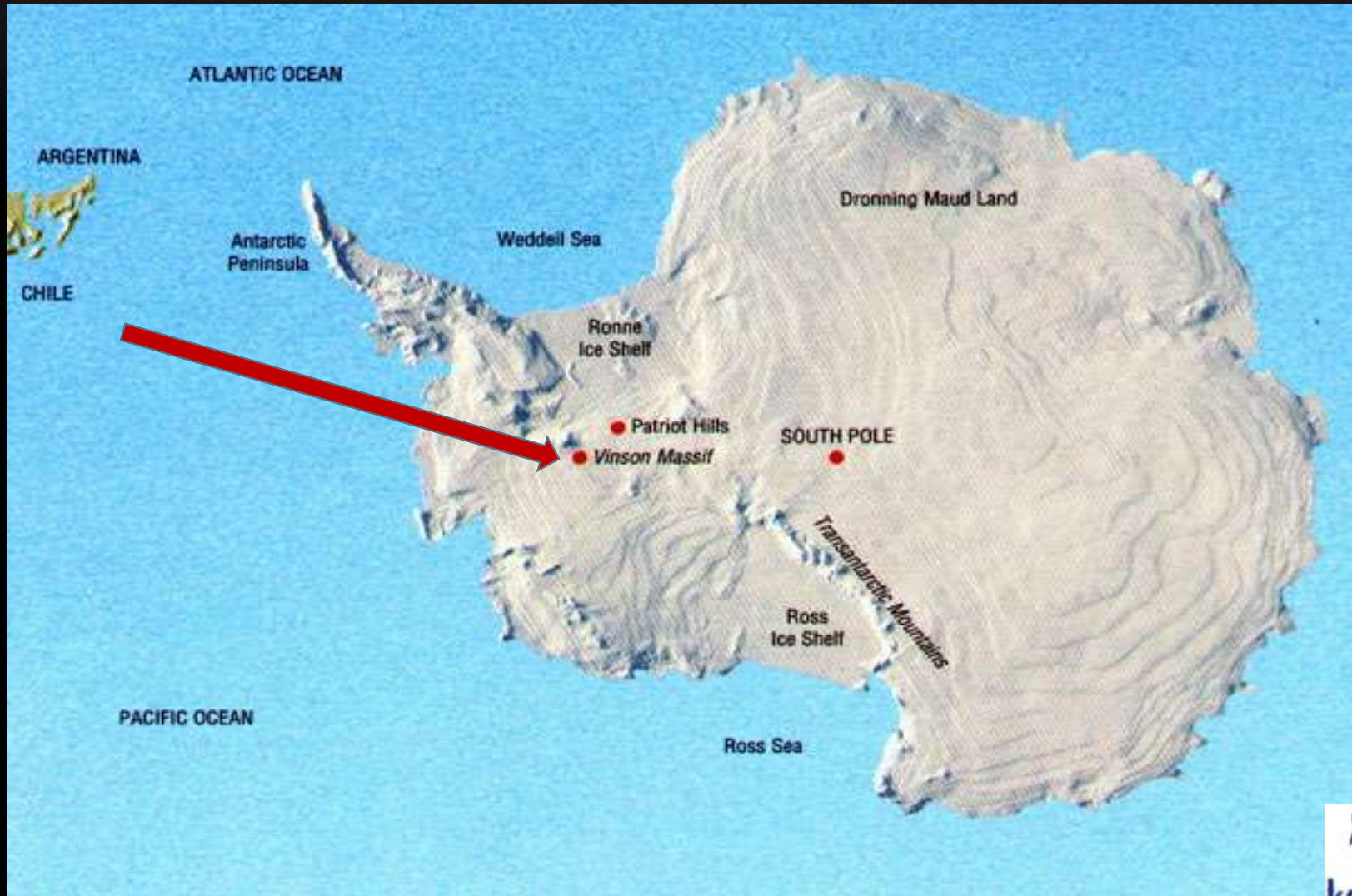
WE WANT THIS FOR YOUR CHILDREN,
WE WANT THIS FOR ALL CHILDREN.



THE EXPEDITION



Destination MOUNT VINSON



From Cairns we fly
to Sydney, then to
the southern point
of Chile, Punta
Arenas population
110000

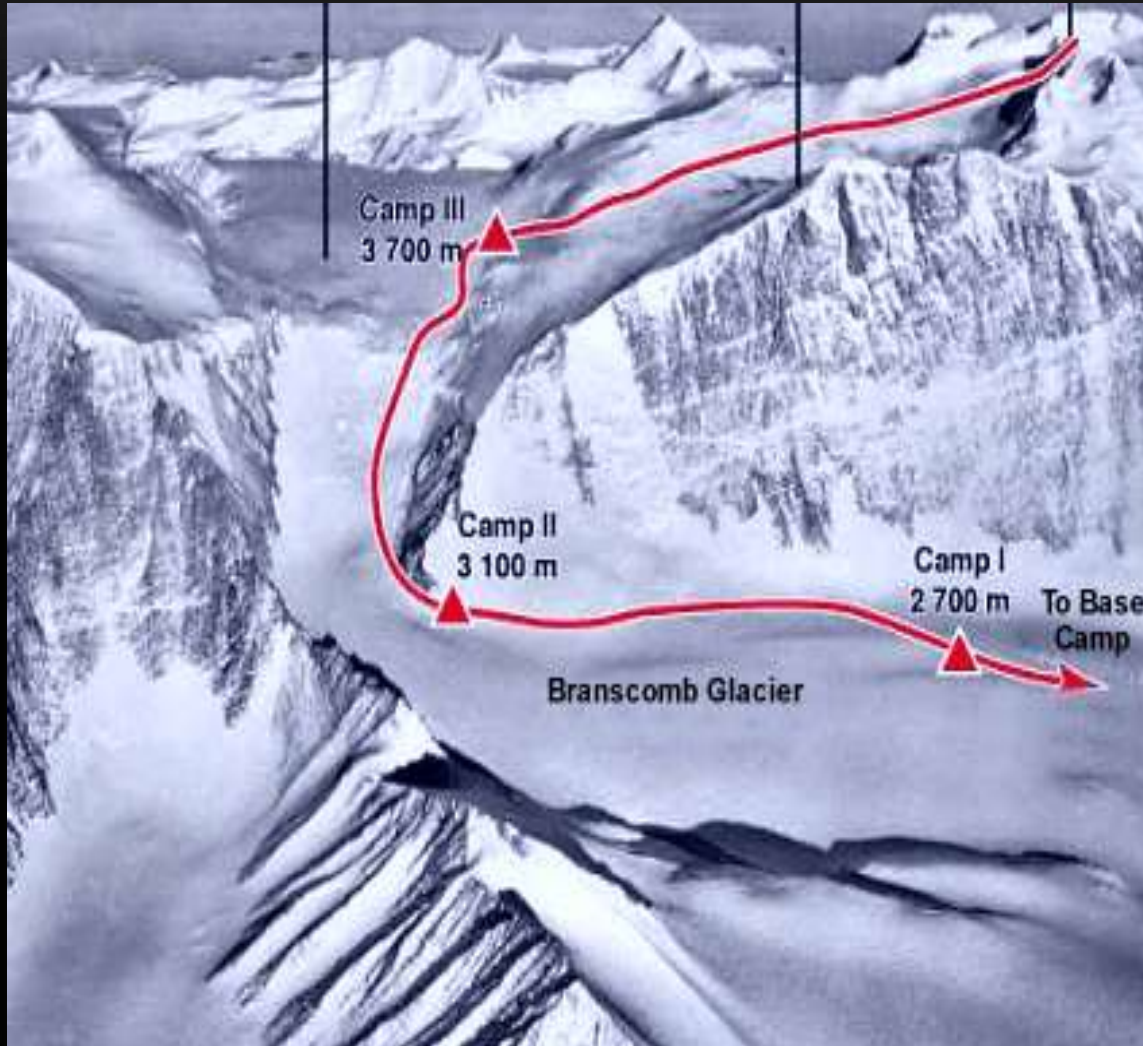


A 5 hour flight across the notorious Drake Passage will bring us to our Antarctic base camp, 130km from our goal, Mount Vinson



Mount Vinson 4897m

Our planned ascent route



Mount Vinson Massif is 21km long and 13km wide, it is the highest peak in Antarctica

We anticipate the journey to take us a month, however this time can easily change depending upon the frequency of blizzards and snow storms



EXPEDITION CHALLENGES

- -40 below
- Gale force winds
- Gaping crevasses
 - Remoteness
 - Exhaustion
 - Frost Bite
- Altitude Sickness

MAKE A DIFFERENCE



LET US INSPIRE YOUR TEAM WITH OUR ACTIONS

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Our Pledge

What we are doing already

Down sized our car from a 4wd to a economical sedan
Ride bike to work 3 out of 5 days. Yes even in the rain!
We do not use our tumble dryer, this is the most energy inefficient appliance in the house.

Run our airconditioner at one degree warmer and save up to \$50 per year



Turn off all electrical appliances when not in use.

Pay bills on line, which saves time, paper and trees.

Choose reusable goods over disposable.

Compost all vegetable scraps and feed back into the garden

Grow our own herbs, tomatoes, lemons, passion fruit and lettuce

Recycle all paper, glass, tin etc

Within three years...

Install sufficient Solar Panels at home so we can power back into the grid and not only help the environment, but save up to \$1200 dollars a year

Purchase a Hybrid motor vehicle

Grow our families vegetable needs

Purchase packaging free products only

Continue to motivate others with our Actions.

Inspire environmental /sustainable change



BECOME INVOLVED

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Antarctica Expedition 2011

Funding:

Raised to date

Required



Equipment Sponsorship

Design, Advertising & Media

Corporate Sponsorship

Expedition Logistics

Insurance & Travel

Support Crew, Expedition Doctor, Logistics, Communication & Weather Support Team

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3 LEVELS OF SPONSORSHIP OPPORTUNITIES

Sponsorship Levels

Antarctic Friends

\$150

- Receive a 'postcard from the freezer'
- Thank you on our website www.keepitcool.info under "Antarctic Friends"
- Signed picture of Craig & Jay on the summit of Mount Vinson

Expedition Support Package

\$1,500

- Receive a 'postcard from the freezer'
- Thank you on our website www.keepitcool.info under "Antarctic Friends"
- Logo displayed on our face book site 'keep it cool 2011'
- Motivational talk for your school of choice before the expedition & after to talk about our experiences
- An alliance with the world wide environment foundation 2041.com

Expedition Alliance

\$7,000

- Receive a 'postcard from the freezer'
- Logo featured on our website welcome page as a key sponsor
- Link to your business website
- Thanked as a key sponsor & logo displayed on our face book site
- Motivational talk for your school of choice before the expedition & after to talk about our experiences
- An alliance with the world wide environment foundation 2041.com
- A photo of your company flag on the summit of Mount Vinson
- Company logo will be on all 'postcards from the freezer'
- Exposure of your company logo at all key events
- Four expedition images with full media release for your marketing purposes
- Company inspiration talk after expedition

NATION WIDE EXPOSURE ON CHANNEL 7
SUNRISE / MORNING SHOW

STORY COVERED BY 'THE EDGE' ADVENTURE
MAGAZINE

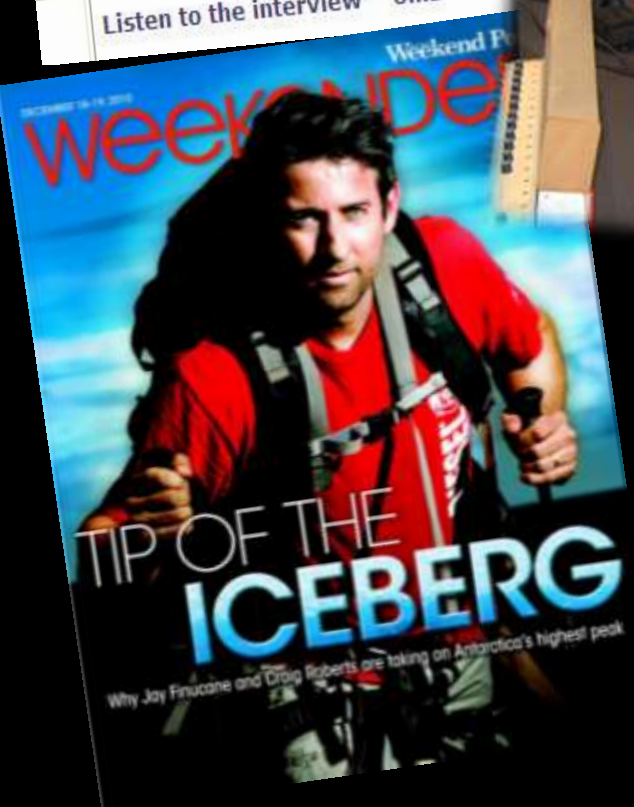
ON GOING LOCAL MEDIA EXPOSURE

MULTIPLE BUSINESS BRANDING
OPPORTUNITIES

*video:keep it cool



Listen to the interview - 6mb



2011 EVENT CALENDAR

MOTIVATIONAL TALKS TO SCHOOLS

ENVIRONMENTAL MOVIE NIGHTS

RAFFLES / TRIVIA NIGHT

ANTARCTIC ACCLIMATIZATION TRAINING

COMPANY MOTIVATION TALKS

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Antarctica Expedition 2011

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