



**PRESS RELEASE**

**For immediate release: 08.02.2008**

**FEET OF GREEN  
THE CROSSING OF GREENLAND 2008**

**The Crossing of Greenland 2008 is a major new British two-man expedition, crossing one of the world's largest glaciers, and unique in that it has at its heart an educational objective.**

**Alan Chambers, MBE, and Peter Herbert** will be posting daily 'explorers blog' entries and sending images direct from their tents as they make the icy 400-mile (600km) journey across the world's largest island, linking in to primary and secondary schools – and many interested adults, too - across the UK.

They will also be answering questions and queries online during the journey and before setting off will be visiting schools across the region to discuss their work and running a number of regular competitions through their website. Teachers will use The Crossing of Greenland 2008 as the basis for a diverse range of projects – from geography and history to technology and science.

Alan and Peter aim to raise awareness of environmental issues amongst young people, as well as to motivate by example and to demonstrate practically the benefits of determination, commitment, training and ability.

Alan Chambers is a former Royal Marine, with many years polar experience. He was awarded the MBE after leading the first British team to walk unsupported to the Geographic North Pole from Canada in 2000. Since leaving the Marines he is much in demand as a motivational and leadership speaker and facilitator. This is, however, his first major project with an educational objective and he commented today; *'I'm personally very motivated by the thought of reaching and inspiring young people and helping them to become better informed about key issues facing the world we live in today, such as climate change and environmental issues'*.

Peter Herbert lists amongst his many achievements the founding of Expedition Technical Support, the design and development facility dedicated to supporting Arctic and Antarctic exploration. In revealing that he and Alan are planning to complete this trek without any supply drops or air support he added that they would be collecting valuable scientific data en route. *'We will be measuring ice samples to support scientific research and, of course, we will be acting sustainably as individuals in terms of how we treat the environment when we are there - we will be leaving a minimal carbon footprint.'*

The trek is being planned with key environmental principles in mind, with the two adventurers aiming to be standard bearers in terms of waste management, provision of heat and the impact that they have on the environment during the journey.

During the expedition, which is expected to take about 40 days, Alan and Peter will be entirely self-sufficient – with no aid from dogs or machines or any outside assistance. They will drag sledges weighing in excess of 200lbs whilst enduring some of the most extreme temperatures known to man – the icecap's prevailing winds can plummet to temperatures as low as -50°C.

The expedition is run by Feet of Green, which is based in Bristol. Dr Richard Hale, Education and Business Director of Feet of Green, said: *"The response from schools and young people has so far been magnificent. Alan and Peter*

*are great role models, working to broaden the horizons of young people and helping them to realise what they can achieve.”*

The Feet of Green expedition across Greenland is generously sponsored by The Great British Mobility Group, [www.greatbritishmobility.com](http://www.greatbritishmobility.com).

For more information about Feet of Green and The Crossing of Greenland 2008 please visit: [www.feetofgreen.com](http://www.feetofgreen.com) or tel 0117 310 1262.

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**For all media enquiries please contact:  
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Editors' Notes:

- **Images** of Alan Chambers, MBE, and Peter Herbert are attached.
- **Interviews** with Alan and Peter may be arranged on request, please contact Julie Peacock details above.
- This expedition takes its inspiration from **Alfred Wegener** (1880-1930), the German explorer who today is widely recognised as a founding father of “continental drift theory”, the belief that the continents were once one great land mass and drifted apart millions of years ago. Wegener made four journeys across Greenland, culminating in the longest-ever crossing of the icecap, on foot with dogs.
- **Feet of Green** is an exciting new initiative which seeks to inspire school children and teachers to focus on positive cross-curricular projects which relate to environmental issues. It also links the world of business with education via sponsorship and collaborative ventures.
- This project is the first of what its organisers, Feet of Green, expect to become an **annual challenge**.
- **Research information:** during the expedition Alan and Peter will be collecting data and feeding this back via satellite links to the University of Bristol, School of Geographical Sciences. This will be used for leading edge research, as well as published for schools to access on the website.
- **The Great British Mobility Group is the principal sponsor of The Crossing of Greenland 2008.** This Bristol-based business has made the project viable and should be credited in media coverage wherever possible. For further info. please visit: [www.greatbritishmobility.com](http://www.greatbritishmobility.com).

