

ARCTIC 2011



A NEW ARCTIC EXPEDITION TO CELEBRATE

AUSTRALIA'S EXPLORATION HERITAGE AND DISCOVER OUR NEXT GREAT LEADERS

Australian of the Year, Simon McKeon, will officially launch Arctic 2011

Master of Ceremonies – Andrew Macleod, CEO Committee for Melbourne

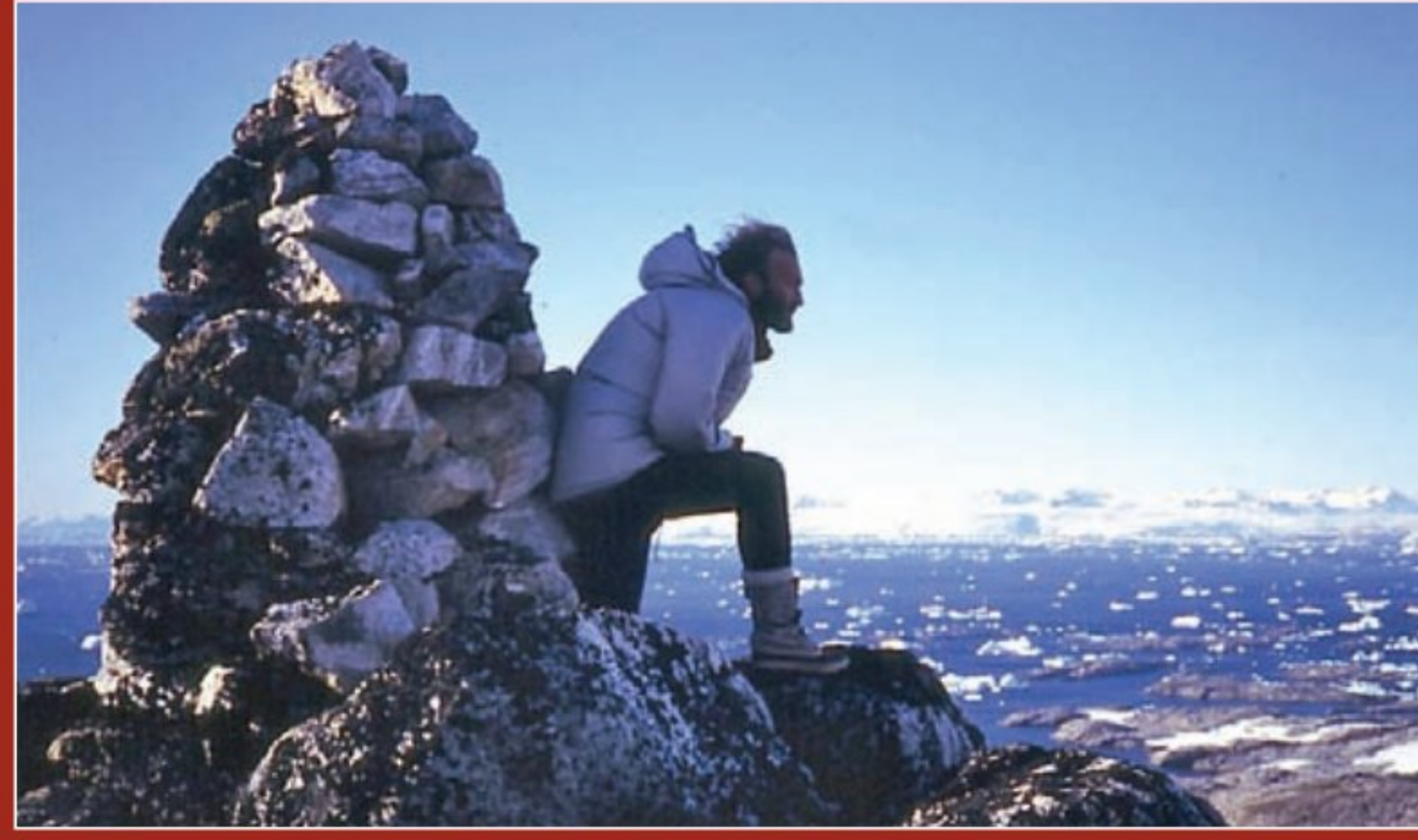
Dear Friend of Adventure

Please join me for an inspiring evening of Arctic Cocktails, Polar Rations, exploration plans and the chance to meet some of Australia's greatest adventurers and inspirational leaders.



Earl de Blonville FRGS
Arctic explorer and leader of Arctic 2011

- Arctic 2011 is a once-in-a-lifetime opportunity to explore remote East Greenland and actually lead an Arctic expedition.
- The expedition is a private, invitation-only, science and adventure-based program, with a TV documentary for worldwide release.
- Four places are now available for aspiring Deputy Leaders to join our eight-man professional Field Crew and discover their inner leader.



Australia's Exploration Capital

Professor the Hon **Barry Jones** AO, FAA, FASSA, Australia's foremost Antarctic expert, will reveal Melbourne's extraordinary history as Australia's centre of polar exploration.

Adventure and Leadership

My adventurous friends are looking forward to making you feel welcome:

- **Greg Mortimer** OAM. Australia's greatest mountaineer; Founder: Aurora Expeditions.
- **Brigitte Muir** OAM. First Australian woman to climb Mt Everest; Founder: Himalayan Women's Literacy Program.
- **John Bertrand** AM. America's Cup winner; Chairman: The Allannah & Madeline Foundation.
- **Ron Barassi** AM. Australia's greatest sports motivator, football legend and revolutionary coach.
- **Andrew Macleod**. CEO, Committee for Melbourne; Chair: UN Global Compact - Principles for Social Investment.
- **George Pappas**. Chairman, Committee for Melbourne; Chancellor, Victoria University.

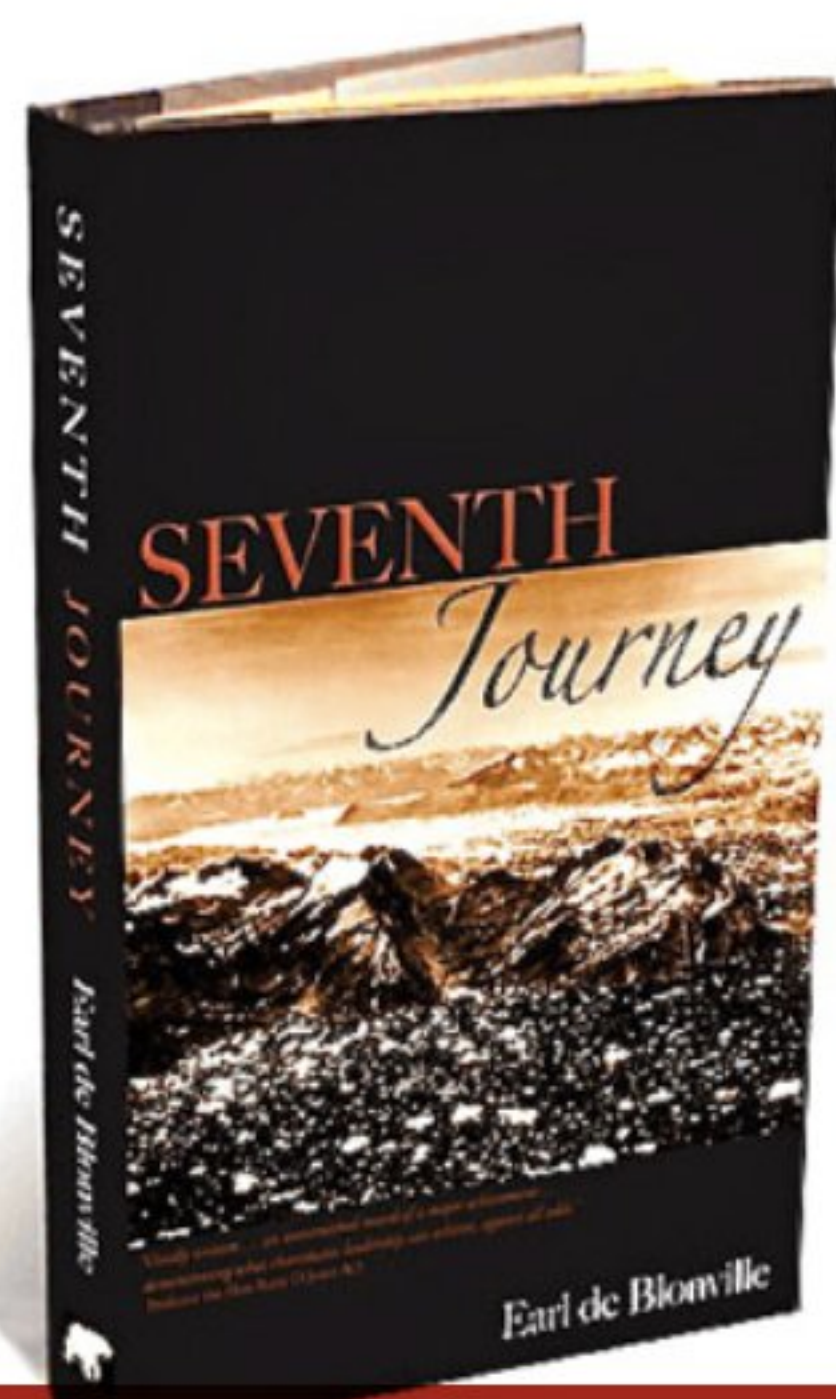
EXPEDITION

Arctic 2011. East Greenland. August 10-31



Melbourne: Centre of Australian polar exploration.

- 1894.** Henryk Bull departs Melbourne for first confirmed landing in Antarctica
- 1910.** Captain Scott arrives Melbourne, fundraising for South Pole expedition
- 1949.** Dr. Phillip Law establishes Australian Antarctic Division in Melbourne
- 1986.** Earl de Blonville launches Australia's first Arctic expedition at Polly Woodside. Patron: The prince of Wales
- 1988.** Earl de Blonville launches first Australian executive expedition at Polly Woodside, to explore West Greenland
- 2011.** - 100th anniversary of Mawson's Australasian Antarctic Expedition.
- 25th anniversary of de Blonville's Arctic Kayak Expedition



Guests will each receive a signed copy of Seventh Journey, the amazing story of Earl de Blonville's first Arctic expedition

Science and Film

Earl de Blonville will define the challenges his team can expect to face this year, as they tackle climate science, unclimbed peaks and ancient Inuit sites.

Celebrated expedition cameraman **Michael Dillon** AM (Sir Edmund Hillary's former filmmaker) will capture the event for a film for worldwide release, assisted by Oscar-nominated sound recordist **Greg Burgmann**.

Veteran Afghanistan explorer and Nikon photojournalist **David Adams** will be posting his stories of our achievements internationally.



Where: Polly Woodside (enter via Clarendon Street, Melbourne Exhibition Centre, follow the ver)

Time: ...not come at 5:30pm for free ... Gallery with an

Date: Wednes

RSVP Essential. By Wednesday, ... (As we're below decks on Polly, spaces are limited to 50)

Contact: Earl on 0448 77 66 76 or earl@earldeblonville.com

Full expedition details: www.earldeblonville.com

EVENT FULLY BOOKED