



SOUTH POLE CHALLENGE

WORLD'S FURTHEST SIT-SKI EXPEDITION

DECEMBER 2024



DARREN
EDWARDS
DISABLED ADVENTURER & SPEAKER

“We cannot discover new oceans unless we have the
courage to lose sight of the shore”

Andre Gide



Expedition Overview

In December 2024, Darren Edwards will embark on a ground-breaking journey to achieve the longest sit-ski expedition in the annals of Antarctic exploration. This historic undertaking will see Darren, accompanied by three steadfast companions, including the friend who courageously rescued him on the day of his life-altering climbing accident in 2016.

Setting out from a point 333 kilometres from the Geographical South Pole, Darren and his team will confront bone-chilling temperatures plummeting below -20°C . Their quest will push the boundaries of what's deemed achievable for someone with a high-level Spinal Cord Injury (SCI), showcasing unparalleled resilience and determination. To put this feat into perspective, the current record for the farthest distance travelled by a sit-ski to reach the South Pole stands at 111 kilometres.

Yet, beyond the sheer physical and logistical challenges, Darren's expedition carries a profound purpose. It's not merely about rewriting records; it's about rewriting perceptions of disability. By defying conventional limitations, Darren aims to inspire and empower countless individuals facing similar obstacles.



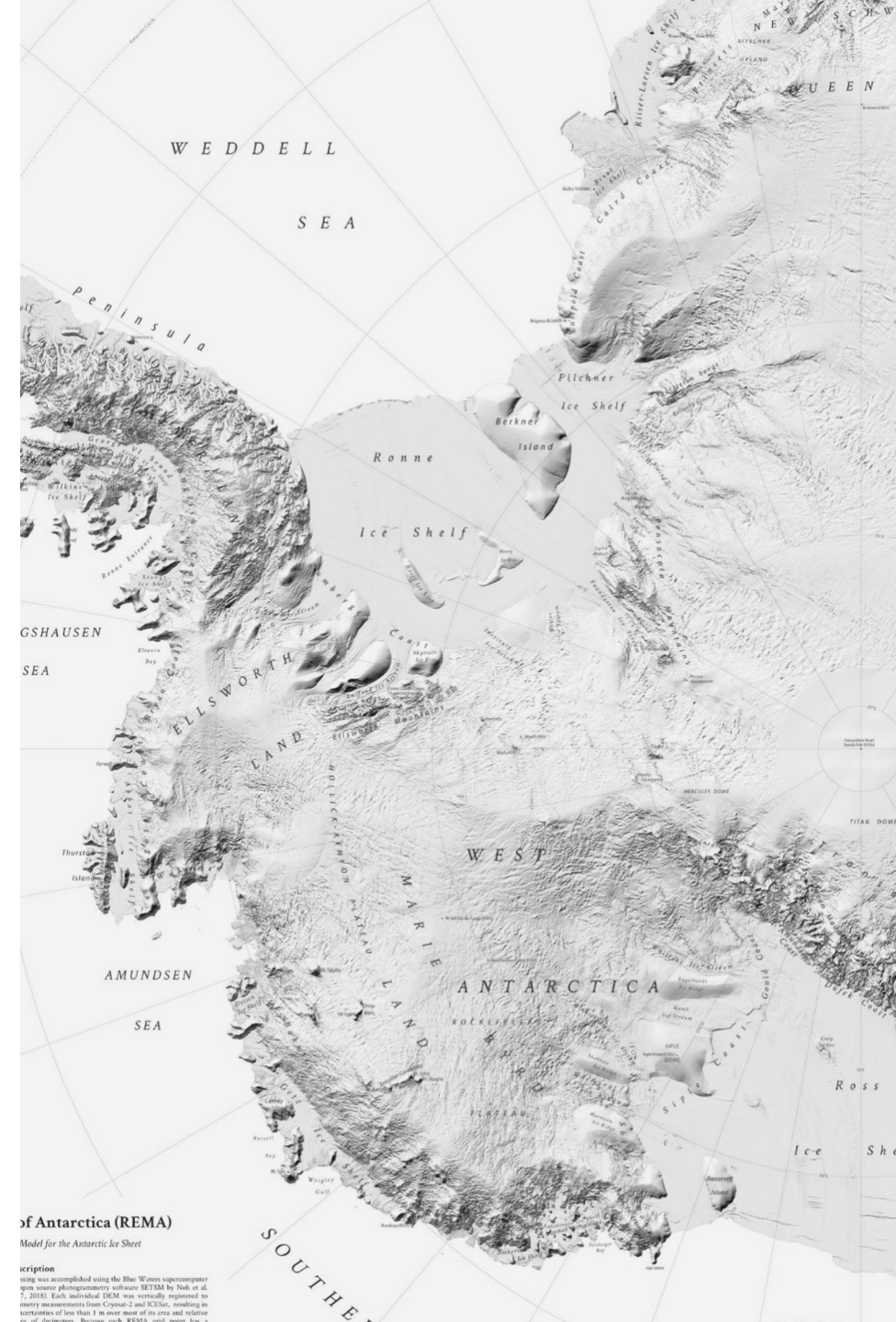
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Expedition Route

Embarking on an ambitious journey from 87° South to the Geographical South Pole at 90° South, Darren and his team aim to traverse a distance of 333 kilometres within a tight timeframe of 20 days, surpassing the current record of 111 kilometres for a sit-ski expedition to the South Pole.

The expedition commences from Union Glacier Camp, a remote and breathtaking outpost nestled in the northwest of the Antarctic continent. Here, the team will board a De Havilland 'Twin Otter' aircraft for the flight to their starting point at 87° South. From this juncture onward, they will rely solely on their skills and determination to navigate across the frozen expanse of the Antarctic plateau towards the elusive South Pole.

Navigating Antarctica's unforgiving terrain presents an array of formidable challenges. From treacherous crevasses to towering sastrugi and relentless storms, the team will confront a myriad of hazards testing their resilience at every turn. Moreover, the extreme temperatures, altitude sickness, and sheer physical exertion further compound the risks, especially for someone with a high-level Spinal Cord Injury like Darren.



Model for the Antarctic Ice Sheet

Model for the Antarctic Ice Sheet

description
This map was accomplished using the Blue Waters supercomputer
using source photogrammetry software SETSM by Noh et al.
7, 2018). Each individual DEM was vertically registered to
elevation measurements from CryoSat-2 and ICESat, resulting in
vertical accuracies of less than 1 m over most of its area and relative
horizontal accuracies of less than 10 m. The map is available at
https://www.icesat.org/antarctica/

Expedition Team



Darren Edwards

Darren's life changed in 2016 when a near-fatal climbing accident left him permanently paralysed from the chest down. Since then, he has kayaked the length of Britain, ran 7 marathons across 7 continents in 7 days, and skied across the largest icecap in Europe.



Chris Brooke

Chris is a Polar Explorer and Medic for the Midlands Air Ambulance. Having skied across Antarctica as part of a British Army expedition in 2017, Chris brings a multi-faceted skill set to the team. He will be the expedition's dedicated medic.



Matt Luxton

Matt is a Mine Clearance Diver in the Royal Navy and has been Darren's best friend since the duo met in college. Matt saved Darren's life on the day of his climbing accident.



Justine Gosling

Justine is an Adventurer, Travel Writer, and Consultant for the World Health Organization focusing on the rehabilitation pathway for individuals with disabilities.



Matthew Biggar

Matthew is an Adventurer and Filmmaker. Looking ahead to December 2024, Matthew will play a key role in helping to capture content for the expedition and its partners.

The Day the World Changed...

“This was it. The moment that my life would end. As I tumbled uncontrollably down the exposed rockface, I came to the heartbreaking realisation that there was nothing I could do to change the course of events already in motion. The base of the towering cliff was more than 120ft below me and closing fast. Even if I survived a fall of this magnitude, I would land on the jagged rock fragments of a steep scree slope. I believed that all hope was lost.” (Darren Edwards)

The 6th of August 2016 was a day that would change Darren’s life forever. As he tumbled down the cliff, believing that all hope was lost, it would be Matt Luxton who would ultimately save his life. Seeing his best friend falling, Matt selflessly sprinted towards the edge of a narrow ledge and threw his body onto Darren’s just seconds before Darren would slip off the ledge and fall another 90ft.

Matt would be by Darren’s side in the minutes, hours, days, and weeks that passed as he transitioned from an Intensive Care Unit (ICU), to the Midland Centre for Spinal Injuries (MCSI), and then into a kayak and back outdoors together after five months in hospital rehab.



The Journey So Far...

Since the day Darren's life changed, he has been on a journey of physical and emotional recovery. Through the prism of adventure, he has not only been able to discover new passions and opportunities but has been able to do so with the greater purpose of positively impacting the lives of others.

To date, Darren has raised over £200,000 for charity, and has had the opportunity to lead a team of injured veterans in the world first challenge of kayaking from Land's End to John O' Groats (1,400 kilometres); become the first person with a disability to complete the iconic challenge of running 7 marathons in 7 days across 7 continents and was recently part of the first all-disabled team to cross ski across Europe's largest icecap – the mighty Vatnajokull in Iceland.

- **Land's End to John O' Groats by Kayak (2021)**
- **Rowed across English Channel (2022)**
- **Completed the iconic World Marathon Challenge (2023)**
- **Skied across Europe's largest icecap (2023)**







“To be able to walk again, and to feel the hills and mountains beneath my feet, would be the most profound and emotive moment of my life. Even if the research conducted by Wings for Life isn’t able to cure my condition, I hope that it will benefit anyone in the future who sustains a spinal injury and will allow them to walk out through the hospital doors as I had once dreamed of doing”. Darren Edwards

Together we can find a cure for Spinal Cord Injury (SCI)...

There are an estimated 50,000 people in the UK living with a Spinal Cord Injury (SCI) and each year approximately 2,500 people are newly injured. Globally, more than 300,000 people suffer an SCI each year (World Health Organisation). It can happen to anyone at any time, and the impact lasts a lifetime. Spinal Cord Injury is a truly life-changing injury, one which affects more than just one’s ability to walk, but all functionality below the injury site (bladder, bowels, sexual function, immunity, temperature control etc).

Wings for Life fund the world’s most promising scientific research and clinical trials around the globe, aimed at finding a cure for spinal cord injury. Since its inception in 2004, Wings for Life has funded more than 270 research projects worldwide, including six major clinical trials, and a number of vital breakthroughs have been made. There is now real and legitimate hope spinal cord injury can be cured in a generation.

As Wings for Life are supported by Red Bull, they promise that 100% of every donation receives goes directly to research.

UK Registered Charity no: 1138804



Expedition Sponsorship



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A Unique Sponsorship Opportunity

Joining Darren's historic mission to set a new World Record by sit-skiing 333 kilometres to the South Pole presents an unparalleled marketing and PR opportunity for your business. Since its inception in January 2024, the expedition has garnered extensive media coverage from major outlets such as BBC, Sky, LadBible, CNN, and Reuters, reaching millions worldwide.

By partnering with the South Pole Challenge, your business will become an integral part of a record-breaking team of sponsors, contributing to the advancement of human achievement and pushing the boundaries of possibility. We understand that for your business to support such an endeavor, you seek assurance regarding the positive impact this partnership will have on your brand identity and recognition, as well as on your staff.

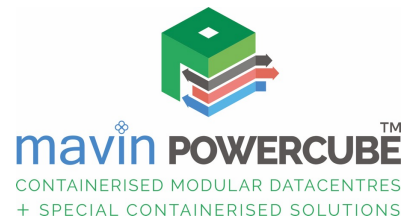
Our partnership is multifaceted, aimed at engaging not only your staff but also your customers and prospective clients. Through compelling storytelling and leveraging the narrative of our journey to the South Pole, we aim to achieve record levels of engagement aligned with your business objectives.

We seek to collaborate with organizations that share our core values and ethos, including:

- The relentless pursuit of excellence
- The determination to shatter boundaries and redefine possibilities
- The belief in the power of teamwork and innovation
- A commitment to promoting mental health and wellbeing by breaking down barriers

Expedition Partners

Headline Sponsor



Tailored Sponsorship and Impact

Our sponsorship package will be tailored to your business and your needs. With packages starting at £10k and up to £100k, elements of sponsorship can include:

- **Product Placement and Endorsement** – Incorporating your logo on products in expedition and PR content (team kit and equipment). Endorsements and testimonials from the team for your business across social media and all PR engagements.
- **Exclusive Content Access** – exclusive access to Darren and the expedition team to deliver motivational talks for your staff and clients/customers. Also, exclusive access to interviews with the expedition team, and live updates.
- **VIP Experiences** – exclusive access to private expedition PR events (Black Tie Gala Night, Send-Off Party, Welcome Home PR event). Exclusive access to meet-and-greet opportunities with the expedition team, including, personalised adventure experiences tailored to your needs.
- **Content Creation and Collaboration** – the creation of engaging content such as blog posts, podcasts, and videos that highlight shared values and celebrate our partnership. Content can be created to promote your brand and amplify your key messages.
- **Exclusive Networking Opportunities** – the facilitation of networking opportunities for sponsors to come together with other like-minded organisations, potential partners, or industry leaders through our exclusive events.
- **Community Engagement** – creation or participation in community outreach programs or charitable initiatives in partnership with the sponsor, leveraging the expedition's platform to make a positive impact on local communities.
- **Brand Recognition in Expedition Documentation** – including your logo and acknowledgement in expedition photography and video content, documentaries, and publications produced post-expedition ensuring long-term visibility.

Media Overview

The South Pole Challenge is poised to capture significant attention from media platforms across diverse channels. Through compelling photo and video assets curated before, during, and after the expedition, we anticipate engaging a broad audience while prominently showcasing the sponsors who make this endeavor possible. These assets will be readily accessible to all sponsors for their individual marketing initiatives.

A robust media plan is essential to maximize the impact of your sponsorship/partnership. This plan encompasses a strategic activation strategy for all PR events, including the expedition launch and welcome-home celebration, media engagements spanning television and press coverage, and inspirational Motivational Talks tailored for your clients and staff.

Building upon established relationships with media giants such as BBC, ITV, and Sky TV, in addition to traditional print media outlets, we aim to provide them with:

- Exclusive access to the expedition team and their rigorous training regimen in the lead-up to the expedition.
- Full coverage of all PR events, offering unparalleled insights into the expedition's journey.
- Real-time expedition updates and tracking throughout the duration of the challenge, ensuring continuous engagement.
- Professionally curated photographic and video content of the highest caliber, ready for widespread distribution across mainstream media platforms.



Contact Us

Be part of this incredible journey...

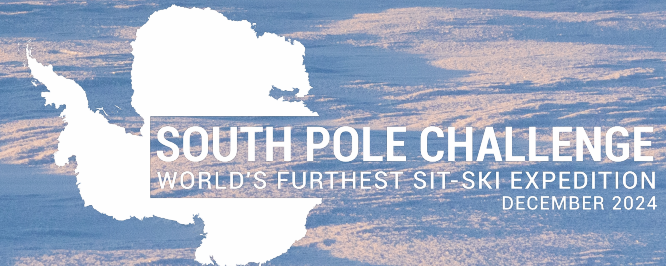
Darren Edwards

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Thank you for your time.



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