



MEDIA ADVISORY

Four men in a small boat kick-off epic row through the NW Passage

Special designed boat will take three months traveling west to east
using nothing but human power

VANCOUVER, B.C., June 17, 2013 — Media are invited to the kick-off event of the [Mainstream Last First](#), a 3,000 km, three month rowing expedition being attempted by four Vancouverites to raise awareness of the dramatic changes that climate change is having on the environment. The team will row the Northwest Passage, an Arctic region with some of the harshest conditions on Earth, where they'll encounter dangerous ice, storms, Arctic wildlife, indigenous populations and incredible beauty. This expedition is sponsored by global renewable energy developer Mainstream Renewable Power.

The adventurers will row a specially designed, 25-foot boat through the unpredictable waters on human power alone in a single season starting from Inuvik in the North West Territories on July 1st, ending in Pond Inlet, Nunavut on the east coast of Baffin Island in the early fall.

Their boat will be on display at the docks of the Vancouver Maritime Museum on Tuesday, June 18th and the men will be available for media interviews throughout the day. The Northwest Passage has become semi-navigable due to the deterioration of arctic ice from climate change, and only for a three-month window in the summer months when the sea ice melts before refreezing for the winter. What they're trying to do this summer has never been done before.

WHAT: Kick-off of the Mainstream Last First 3,000 km row through the Northwest Passage

WHEN:

- Tuesday, June 18. Media interviews and boat tours are being scheduled throughout the day from 7:00 a.m. – 2:00 p.m.
- An evening reception and presentation will take place at the same location at 6:00 p.m.

WHO:

- Kevin Vallely, Paul Gleeson, Frank Wolf and Denis Barnett are seasoned adventurers who, between them, have rowed the Atlantic Ocean, canoed across Canada and skied to the South Pole in world record time.
- Eric Solomon, Director of Arctic Programs, Vancouver Aquarium
- Sherra Zulerons, Country Manager – Canada, Mainstream Renewable Power

WHERE: Vancouver Maritime Museum
Indoors - T.K. Room; outdoors - at the docks
1905 Ogden Avenue (Kits Point), Vancouver

WHY:

- To bring awareness to the profound affects climate change is having on the environment.
- To work on a unique scientific collaboration with Vancouver Aquarium Fisheries, Oceans Canada the Canadian Rangers to deliver hard-to-obtain Arctic Ocean data.

PHOTO / VIDEO OPPORTUNITY

- Unveiling of the custom-built row boat, *The Arctic Joule*
- Four rowers preparing their boat for the journey and taking it out on the waters

To schedule on-site media interviews in advance or RSVP to the reception, please contact:

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