

FOR IMMEDIATE RELEASE

Thursday August 5, 2004

WHAT CAN TAKE 18 HOURS TO FLY WILL TAKE 18 MONTHS TO CYCLE

On Saturday, August 28th, 2004 Tania Lo from Vancouver, BC will take her very first breaths at 4000m above sea level. As she glides onto the runway of a town high in the Andean mountain range, where air is so thin, tying her shoelace will feel like attempting Mt. Kilimanjaro, she will be greeted by her cycling team-mate: Gwendal Castellán of the Antipodes Expedition who set off from the tip of South America with his convertible custom tandem bicycle earlier this year. The Expedition Team is headed to the most northern Canadian end of the road: Inuvik, expecting to arrive late next summer. What can take 18 hrs to travel by plane will take 18 months to travel by bicycle.

Since embarking from the far south, the team has experienced the humbling winds of Patagonia, creatively expressed the 8-steps of the tango in Buenos Aires, shared a traffic jam with some 16 million inhabitants of Sao Paulo and on Sunday, sadly mourned with the people of Asunción. This 23 thousand km journey will be the springboard to raise awareness of the vast, yet intimate connections that link people, place and culture throughout the Americas.

The Expedition Team is aiming to inspire imagination. Their project is looking to engage all people, with a focus on school-aged children, in experiencing this epic journey with them through a variety of media, in English, French and Spanish, such as the "Expedition" travel log email subscription, website, the "Crank Log" on-line challenge and documentary film.

The Antipodes Expedition Project is primarily personally funded by the participants. They have received donations in kind from local small businesses: The Bike Box, Silicon Cowboys, The Brickhouse Bistro, Victoria Florist, Perry + Associates Landscape Architects, The Bike Doctor, Arvon Cycles, Stormfront BC and numerous generous individuals. The Antipodes Expedition offers a variety of sponsorship opportunities and welcomes volunteers.

"Dreams cannot be attained if you have never dreamt them." - Tania Lo

For more information please contact:

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THE ANTIPODES EXPEDITION: From Ushuaia to Inuvik by Bicycle

January 2004-August 2005



www.antipodes-expeditions.com



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MEET THE EXPEDITION TEAM!



GWENDAL CASTELLAN

AGE: 27

Gwendal's home town is Vancouver, British Columbia. Graduating from the University of Victoria with a Bachelor of Science Degree in Geography in 1998. He has worked for the last three years planning RADARSAT imagery of the Earth, traveling extensively training people around the world to use remote sensing information. As an experienced offshore sailor, international level windsurfing competitor and ski mountaineer, Gwendal is happiest motivating others to discover new landscapes. Gwendal will be leading the entire expedition from beginning to end. Throughout the expedition Gwendal will be updating the website with insightful commentaries while directing the documentary and educational video series.



TANIA LO

AGE: 25

From Vancouver, British Columbia, Tania graduated from BCIT's Financial Management Program in 2002. For the past 2 years, she has been the financial officer for a growing landscape architecture firm in Vancouver. She has helped guide it through a doubling of personnel and streamlined its financial management needs. Tania is multilingual and has traveled to South East Asia, Central America, South America, Europe and North America to develop her knowledge of Cantonese, Spanish and French. In the past she has worked as a lifeguard, personal trainer and personal finance consultant. She is passionate about helping people achieve their life goals. Tania will be joining the expedition in August 2004 riding from La Paz, Bolivia to Inuvik, Canada. She will manage the production of the documentary, communications with local educators, media and sponsors.



DAMIEN McCOMBS

AGE: 24

Damien grew up in the outskirts of Harrison Hot Springs which is a small tourist village in British Columbia, Canada. His family lives on a mountain side in a log house near Harrison Lake. He loves to spend time hiking and exploring. Damien has been involved in youth education for the past five years (www.checkyourhead.org) and is really excited about the Antipodes Expedition as he believes it is a great way to make learning interesting and exciting! For some years now, Damien has been dreaming of exploring Argentina. His adage is "Dreams are great, but dreams come true are better!" Damien will be riding from January 2004 to July 2004 and will be managing communications with local educators in addition to presenting in schools in the 2004-2005 School Year upon his return.



RYAN PARTON

AGE: 27

Born in Selkirk, Manitoba in 1977, Ryan made his first trip overseas in 1996, when he spent six weeks backpacking through Europe. Ever since his return, Ryan has been plagued by the travel bug. Ryan attended journalism school at Concordia University, and graduated with distinction in 2002. While he was earning his degree, Ryan also managed to make two separate bike trips to Central America, the first to Belize in 2001, and then to El Salvador a year later. Ryan's original goal was a year-long bike trip through sub-Saharan Africa, this current trip actually began as a one- or two-month South American warm-up for the main event. As he researched the continent, however, Ryan quickly became captivated by its many facets, and this humble warm-up ride blossomed into the epic cycling expedition that it is today. Ryan will be teaming up with the Antipodes Expedition from January 2004-June 2004 before continuing his own journey called *Atravesando Fronteras* that will see his adventures end in Venezuela.

EXPEDITION GOALS

While reaching Inuvik is one of the Expedition's goals, our primary goal is to share our adventures and learning experiences with classrooms worldwide through our Interactive Classrooms Program offered in English, French and Spanish. We are currently working with students in Grades 4 through first year University in English, French, Spanish and Portuguese to build educational resources that will create learning environments *"Where Learning Knows No Boundaries"*.



ADVENTURE EDUCATION INSPIRATION

EXPEDITION OUTREACH

Our audience

- Passionate educators worldwide
- School-aged children worldwide
- Adventure enthusiasts
- Arm-chair travelers
- Would-be adventurers
- Cycle tourists

How we will reach them?

- The Antipodes Expedition Interactive Website (English, French, Spanish)
- The Antipodes Expedition Email Subscription
- The "Crank Log Challenge"©
- The Antipodes Expedition Educational Video Series
- School/Classroom Presentations
- The Antipodes Expedition Interactive CD-Rom
- Documentary Film

EXPEDITION PRODUCTS + SERVICES

1. The Antipodes Expedition Interactive Website

Our website www.antipodes-expeditions.com, offered in English, French and Spanish, is a point of contact and venue for interaction between viewers, partners, educators, students and the Expedition Team. Throughout the Expedition, we will be posting updates of our progress, including up-to date photographs. We will also have an educational component where we will be posting questions based on the BC K-12 Curriculum. Educators will then be able to use the questions to introduce new topics to their students.

2. Email Subscription

Our website hosts a subscriptions service where you can register to receive regular updates of the progress of the Expedition Team providing a snapshot of the Expedition monthly.

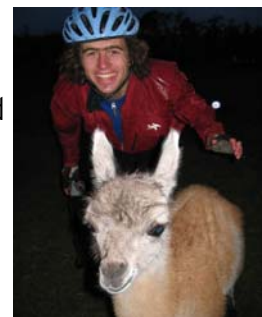
3. The Crank-Log Challenge!©

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| THIS MONTH'S FEATURE CRANK LOG | | PROUDLY PRESENTED BY: |
|  | ADELANTE! ADELANTE! Submitted By: JANE DOE From: VANCOUVER, BC |  THIS MONTH'S FEATURE SPONSOR! |

The Crank-Log Challenge© is an opportunity for the general public to write a "Crank" travel log update and have it posted on our website www.antipodes-expeditions.com/cranklogchallenge. We have challenged everyone to step into our cycling shoes and pretend that they are experiencing a section of the expedition. This exercise aims to inspire others to reach into their imaginations and think about what it is like to be witnessing the diversity of social, physical, economical and technological landscapes that exist between one pole and the other. Upon receiving a Crank Log, we would post the submissions and viewers would be able to rank each story for its entertainment value and also for its accuracy. Winners would be featured once a month and given prizes donated by sponsors. The Challenge gives students, guided by their teachers the opportunity to submit their entries to a site viewable only by Teachers and their students. Teachers will have access to submissions posted by their peers across the nation. The Crank-Log Student Challenge will be initiated as funding is made available for the program. Estimated website launch is Fall 2004

4. Educational Videos Series

Video based educational tools can provide a medium that aid educators in engaging students in the subjects they are learning. In consultation with the teachers that are actively involved in our classroom pilot program, we will be producing a series of modular videos that address K-12 curriculum based geography, social studies and life skills related topics.



6. School/Classroom Presentations



Prior to the commencement of the Expedition, our expedition team visited BC Classrooms, with slides, maps and expedition equipment, our dynamic and engaging presentations have already received with tremendous response. We have captivated our audiences with the opportunities that are available when you dare to explore. Throughout the Expedition, we will be stopping to do presentations at schools along our route. Presentations will continue after the Expedition is completed.

7. Interactive CD-ROM

In partnership with Engine Digital we will create an interactive CD-Rom that further explores the themes introduced on the website. This will act as an affordable tool that educators around the world can utilize to bring geography, language and life-skills into the classroom.



8. Documentary Film

The Documentary film will highlight the adventures and misadventures of the Antipodes Expedition team. The film will be shot in HD format using a Panasonic DVX100 in 24P. It will be a drama that reveals the emotional and physical toll of the long ambitious expedition. Upon completion of the documentary, we plan to enter it in film festivals locally and globally.



Sponsorship Opportunity: There are opportunities for interested organization to promote their involvement with the Antipodes Expedition by participating in the production of these educational and entertaining outreach tools; promoting both education and entertainment through exploration..

CURRENT ANTIPODES EXPEDITIONS PARTNERS + DONORS + SUPPORTERS



SUMMARY

The Antipodes Expedition is already on our way to achieving many goals. Through the generous donations and support from many local small businesses, friends and family, and personal investment in this project, we are confident of our ability to arrive in Inuvik in August 2005.

Through this expedition we aim to develop multilingual multimedia educational tools to help educators bring learning to life in their classrooms. We believe that this initiative will result in a generation of students that will have a better understanding of the connections with in between the cultural, economic, physical, social and technological landscapes of the Americas.

We're looking forward to creating a learning experience where "Learning Knows No Boundaries!"

For more information please contact:

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