



FOUR NATIONS, ONE TASK

ELLESMERE ISLAND EXPEDITION
MEDIA RECAP

Global
Warming 101.Com
an initiative of the Will Steger Foundation



EDUCATE, INSPIRE, EMPOWER

On March 29, 2008, the Will Steger Foundation launched its second Global Warming 101 Expedition, a 62-day, 1,400-mile dogsled expedition across Ellesmere Island. Renowned explorer Will Steger selected six young adventurers, ages 21–28, to join him in an effort to educate youth, inspire international cooperation and empower the next generation of leaders to advocate for the environment.

Steger and his teammates traveled in Canada's High

Arctic where the last remaining ice shelves in North America exist – to capture disintegrating ice caps, re-treating glaciers and the destruction of wildlife habitat.

From the adventures of dog-sledding across exceptional stretches of Arctic Ocean ruins, to the unexpected challenges of a refashioned topography, to surprising polar bear encounters, Steger and his team bore witness to an inimitable firsthand account of the effects of global warming.



The 2008 Ellesmere Island Expedition Team (from left): Toby, Ben, Will, Eric, Sam (upside down), Sigrid and Sarah

TEAM REFLECTIONS



“After being spoiled by awesome terrain the last couple days, we ran out of luck. Dead ahead, on the horizon, lay patches of rough ice. We managed to weave our way in and out, hugging the shore avoiding most of the bigger chunks.”

– Sarah McNair-Landry

“We are starting to look like a project of our environment. I am loving this so far. Its a great team of people who all add something unique to the cause.”

– Sam Branson



“The spirits are high here as we embark on our attempt to do the western coast of Axel Heiberg. It will be the greatest challenge of the expedition so far and we are ready for it. We are hoping that the ice will not stop us.”

– Toby Thorleifsson

MEDIA RECAP

The Ellesmere Island Expedition received great exposure from national and international media outlets.

The four-month expedition garnered significant media coverage on national and international levels. Beginning with a spot during Good Morning America, impressive features at TIME.com and Treehugger.com, and periodic updates at ABC News.com, the Ellesmere Island Expedition reached billions to inspire action to solve global warming.

Meanwhile, a March press release announcing the team’s departure was picked up in several media outlets, including Yahoo!, AOL, CNBC, Google News and Reuters, to name a few.

“There’s still hope for the worst effects of global warming to be avoided, if we can come together globally, and projects like Steger’s can only help.”

– Bryan Walsh, TIME.com



Members of the expedition team visit with Al Gore and Sir Richard Branson in New York City.

BY THE NUMBERS: As of June 2008, the expedition has received coverage in:

- More than 1.5 billion online impressions
- More than 320 million print impressions
- More than 51 million blog impressions
- More than 150 Newspaper articles
- More than 65 broadcast news segments
- 198 online news articles
- 141 blog entries



HIGHLIGHTS

ONLINE:

- **ABC News.com (Reach: 32,000,000)** A series of articles were published online over the course of five months including first-hand accounts from the expedition team told to reporter Ashley Phillips.
- **Treehugger.com (Reach: 11,900,000)** This “green” website featured several online articles about Will Steger and the Ellesmere Island Expedition.
- **TIME.com (Reach: 20,200,000)** Bryan Walsh featured Will Steger and his efforts to solve global warming. The article also discusses, in depth, the details of the Ellesmere Island Expedition.
- **New York Times (Reach: 41,000,000)** Featured in both print and online, Ralph Gardner Jr.’s article profiled Sam Branson, Sigrid Ekran and Will Steger in NYC before the expedition.

WIRE:

- **Press Release of 12.20.07 (Reach: 70,000,000)** This article from the Associated Press announced the expedition and was picked up by more than 50 different media outlets.
- **Press Release of 3.18.2008 (Reach: 65,000,000)** Several media outlets ran the release about the Will Steger Foundation’s Ellesmere Island Expedition.

TELEVISION:

- **Good Morning America / ABC (Reach: 4,770,000)** The expedition team is featured during a live broadcast in New York City.
- **KARE 11 Extra! / NBC (Reach: 263,000)** One of the top news stations of Minneapolis-St. Paul, Will Steger and the expedition were featured in a five-minute segment during the evening broadcast.
- **WCCO-TV / CBS (Reach: 355,000)** The CBS affiliate for Minneapolis/St. Paul covers the expedition during four broadcast news time-slots.

RADIO:

- **BBC The World** Will Steger was interviewed for international broadcast on Earth Day, when he discussed the expedition team’s experiences and progress.
- **National Geographic Weekend** Will Steger was interviewed on the network five times in the last few months discussing the expedition and his efforts into the effects of global warming.
- **Minnesota Public Radio (Reach: 2,700,000)** Will was featured on the station several times including an appearance on MPR Midday for an hour long segment to discuss the expedition.

ADDITIONAL MEDIA

KEY COVERAGE FROM THE TEAM'S VISIT TO NORWAY:

BROADCAST

- NRK Television
- Aftenposten TV

ONLINE

- Aftenposten.no (Klima)
- Klimaloftet.no
- Northern Europe News
- Norway.org

ADDITIONAL EXPEDITION COVERAGE:

PRINT

- National Geographic Adventure
- TIME for Kids
- Los Angeles Times
- The Washington Post
- USA Daily
- Minneapolis Star Tribune
- Rock and Ice Magazine
- The New York Times
- Associated Press
- Esquire
- Grist
- Glamour
- Cosmo Girl!
- DN Lordag

BROADCAST

- Good Morning America
- WNYC The Leonard Lopate Show
- KISS-FM, London
- CBS Radio Network
- WCCO-TV, Minneapolis
- National Public Radio
- Australian Radio Network



ONLINE

- MTV Think
- Forbes.com
- AOL News
- Yahoo!
- Reuters
- WDIO Online TV News
- Current TV
- MSNBC

“The extensive media coverage we were able to garner through the Ellesmere Island Expedition allowed the Will Steger Foundation to expand its message nationally and internationally, engage diverse audiences and forge partnerships with unlikely allies, reach hundreds of students and raise awareness to the increasing impacts global warming is having on the Arctic ecosystem.”

– Nicole Rom,
Executive Director Will Steger Foundation

AN ARCTIC TRIUMPH

After 62 days of travel, the expedition team completed their journey. The Ellesmere Island Expedition proved to be a success, inspiring millions to engage in the issue of global warming.



“My team is composed of some of the brightest young adventurers in the world. They continue to inspire my efforts to solve global warming and will serve as excellent role models for future generations.”

– Will Steger

THIS EXPEDITION WAS MADE POSSIBLE BY THE FOLLOWING SPONSOR PARTNERS:



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