

MEDIA ADVISORY: Hamilton Area Business Men Cross Country Ski to the North Pole in the 'To the Top of the World for Charity' Expedition Supporting Local Kids Charities.

Mar 10 (Media Release Canada) Hamilton, On – In April 2006 Hamilton & Burlington area business men Peter Turkstra, Steve Stipsits, Fred Losani, Scott Shawyer and Paul Hubner will be joining 2 other adventurers and skiing to the North Pole to raise as much money as possible for local kids charities.

This ambitious expedition will take the team of adventurers – seven in all – to one of the most inhospitable places on Earth. It's a 110 km journey across ice and snow in round-the-clock daylight and -30 to -50 degree weather.

The 'To the Top of the World Charity' expedition is scheduled for April 7 - 22 / 2006 and hope to raise \$500,000 to assist children and families in Hamilton and surrounding areas.

The team feels that - "if a bunch of guys can cross country ski to the North Pole, surely we can find a way to make sure children don't go to school hungry".

All expenses are being paid by the team members to ensure all funds raised go directly to their respective charities.

All 5 businessmen, who have been training for the past months, will ski with veteran explorer Doug Stoup in the footsteps of Nansen, Peary and Cook - trekking over drifting ice packs on the Arctic Ocean to the Geographic North Pole - literally the top of the world.

Doug and his team of adventurers will fly from Longyearbyen, Svalbard (Norway) to Borneo Ice Station at 89N; where they'll ski the remaining 110 km to the Pole. The team will send back daily dispatches via satellite; and allow students to ask questions over the internet.

An HDTV documentary of the expedition will be filmed for DVD release, along with live coverage (audio and video dispatches on ICE AXE TV).

Follow the teams' interactive journey at the following website.

<http://www.iceaxe.tv/interactive.shtml>

Doug Stoup, expedition leader and world explorer will be in Hamilton to present and explain this incredible journey to area schools.

- Hess Street School- Public School - March 21st at 1 p.m.
- Cathedral Secondary - Catholic School - March 22 1 p.m.
- Dundas Central - Public school - March 21 at 10:40 a.m.

The Team and their Charities:

- Peter Turkstra - President Turkstra Lumber,
- Steve Stipsits - President of Branthaven Homes
- Fred Losani - President of Losani Homes

- Kid's food program to provide nourishment in city schools

- Music Program for kids
- Other local charities - all aimed at providing resources to children or families that need assistance

- Scott Shawyer - President of JMP Engineering.
- Altruvest

- Paul Hubner - President Baffin Technology
- Pogo - Pediatric Oncology Group of Ontario

- Doug Stoup, World Explorer and Expedition Leader

Contacts:

Attention: All Media - Interviews and photos will be available.

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