



PRESS RELEASE – LONDON THURSDAY 3 NOVEMBER 2011
FROM POLAR EXPLORER & ARCTIC SURVEY DIRECTOR, PEN HADOW

BBC 'FROZEN PLANET' FOCUSES WORLD OPINION

The launch of the BBC's Frozen Planet series may prove to be the tipping point that we will one day look back on as the time when the global community began to accept the sensitivity and scale of the natural world's response to escalating human activity.

Pen Hadow (49), director of the scientific exploration research programme, Catlin Arctic Survey, believes Frozen Planet's audience will be of a planetary scale over time, and its messages, conveyed through the charismatic mega-fauna adapted to the extreme polar environments, will have a cumulative impact which environmental NGO's, governments and international policy-makers can only welcome.

World opinion to date has been activated, but increasingly confused by the noise of a myriad voices striving to make their un-scientific views known about the changing state of the global environment. Policy-makers, briefed by leading scientists with a consistent, ever more convincing message, have known the speed and scale of behavioural change that needs to be brought about by the people they represent. But a chasm has opened up between them and their voters who no longer know what to think. But Frozen Planet towers above this and transmits, lighthouse-like, the unfolding situation with an authority, clarity and simplicity none other can achieve.

Few people are aware that the greatest threat to polar bears is their increasingly challenged ability to balance their calorific consumption and outputs as the Arctic's sea ice diminishes. Their feeding season when body fat can be accumulated is shortening, their fasting season on land in the summer is lengthening, and their need to travel further and faster to mate and hunt is having to increase to make up the

Geo Mission Limited
131-151 Great Titchfield Street, London W1W 5BB, United Kingdom
T +44 (0)20 3326 1233 E pen.hadow@geomission.co.uk W www.geomission.co.uk

Registered in England No. 07019790. VAT Registration No. 981 8663 69



difference. The calorific maths is likely soon to lead to lower reproduction rates, higher mortality rates, and the relatively rapid population collapse of this icon of the natural world.

ENDS

To interview Pen Hadow:

Tel 020 3326 1233 or 07970 619 161

Email dominic@geomission.co.uk

A selection of high-resolution images is available online via:

www.catlinarcticsurvey.com/category/press

To obtain the password please call Dominic Hilton on 020 3170 8089

ABOUT CATLIN ARCTIC SURVEY

Arctic Survey, sponsored by the global specialty insurer and reinsurer, Catlin Group, involves an 'Ice Base' and an 'Explorer Team'.

Ice Base is unique, purpose-built, field research station, located on floating sea ice in the Canadian Arctic archipelago (78°45'N, 103°30'W).

This Winter/Spring Ice Base played host to an international team of research scientists from the UK, US and Canada. Publication of their scientific findings is expected In Spring 2012.

Explorer Team, this season, comprised Ann Daniels (UK), Tyler Fish (US), Phil Coates (UK) and Adrian McCallum (Australia).

The team undertook two long-range surveys, travelling across the Arctic's sea ice: the first, across the Prince Gustav Adolf Sea; and the second, from the region of the North Geographic Pole towards Greenland.

Please visit www.catlinarcticsurvey.com

ABOUT GEO MISSION

Geo Mission Ltd, founded by polar explorer Pen Hadow, manages the science programme and operational aspects of Arctic Survey.

Geo Mission is a pioneering environmental sponsorship organisation which partners businesses with scientific research programmes that address the major environmental questions of our time.

Please visit www.geomission.co.uk or telephone 020 3170 8089

Geo Mission Limited

131-151 Great Titchfield Street, London W1W 5BB, United Kingdom

T +44 (0)20 3326 1233 E pen.hadow@geomission.co.uk W www.geomission.co.uk

Registered in England No. 07019790. VAT Registration No. 981 8663 69