

# Breaking the Cycle South Pole



## Executive Summary

Dr. Kate Leeming OAM



**E**xplorer and expedition cyclist, Dr. Kate Leeming will make the first bicycle crossing of the Antarctic continent, coast to coast via the South Pole.

The supported journey will be a world first achievement of the 21<sup>st</sup> Century utilising cutting edge technology, clever innovation and contemporary risk management expertise.

Breaking the Cycle South Pole/Education pitch video: [CLICK HERE](#)





# Dr. Kate Leeming OAM

**As an explorer/adventurer, Kate has cycled almost 100,000km - two and a half times the Earth's circumference - on her major journeys and achieved several world firsts.**

## **Major and record-breaking expeditions**

- The Trans-Siberian Cycle Expedition - 13,400km, St Petersburg to Vladivostok
- The Great Australian Cycle Expedition - 25,000km; 7000km off-road
- Breaking the Cycle in Africa - 22,040km, Senegal to Somalia
- Breaking the Cycle Skeleton Coast - 1621km, sand cycling down Namibia's entire coastline
- Breaking the Cycle Across Australia - 8617km, Cape Byron to Steep Point through the interior

## **Films and books**

- *Diamonds in the Sand* - TV series, feature documentary (Namibia, 2021, 25M+ viewers)
- *The Lights of Ladakh* - documentary (India, 2021, streaming on Adventure Plus)
- *Njinga* - book, award-winning feature documentary (Africa, 2014)
- *Out There and Back* - book (Australia, 2007)

## **Awards and achievements**

- Medal of the Order of Australia (OAM, 2023)
- *Spirit of Adventure* Award (Australian Geographic, 2023)
- Honorary Doctor of Education degree (The University of Western Australia, 2016)
- Fellow of the Royal Geographic Society (UK)
- Member of The Explorers Club (New York)
- Honorary Advisor for The Duke of Edinburgh's International Award
- Scout Ambassador (Scouts Victoria)
- Real Tennis professional - Reached World No.2 woman; 5 Australian Open singles titles



**Shingle Point  
Beaufort Sea, Yukon**



# The Journey

Route: McMurdo - South Pole - Gould's Bay (Berkner Island)

Distance: 3000km

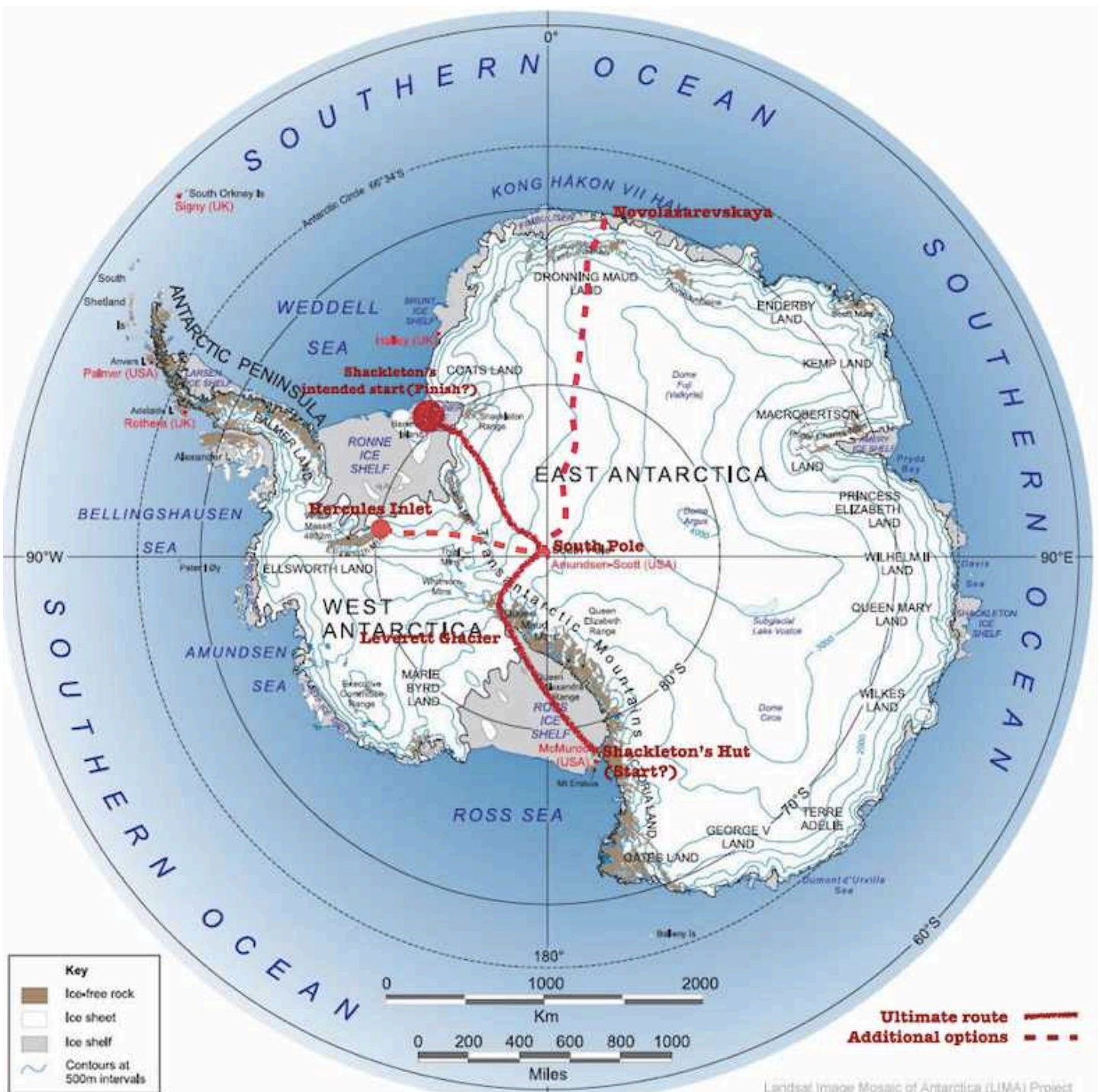
Time: 70 days (approx.)

Altitude: 0-3000m

Temperature Range: -10C to -40C

(McMurdo - South Pole - Hercules Inlet = 2800km, 62 days;

Leverett Glacier - Hercules Inlet = 1800km, 45 days)





Welding the first prototype all-wheel drive fat-bike



# Innovation and Planning

To turn this exciting challenge into reality Kate has been facilitating the development of some innovative technology, such as the first all-wheel drive fat-bike, custom-made functional clothing and communications. Collaborating with experts, Kate has learnt how to manage the extreme cold, plan her diet, ensure safety and ultimately, to achieve success.

**Risk mitigation** is priority at every stage. The logistics are being coordinated by [Antarctic Logistics & Expeditions](#) and [Arctic Trucks](#).





Claudio von Planta  
Temple Fjorden  
Svalbard

# Media Outcomes

Kate has surrounded herself with a **world class team** to give her the greatest chance of success and to deliver the highest possible quality of content - for broadcast, education, marketing and PR.

Kate and the team aim to produce:

- A **TV series** (of the epic world-first journey)
- A **book**
- An **educational documentary** and a series of **short educational videos** (the story of the expedition as a platform to highlight the issues facing Antarctica, the driver of global climate and, uniquely, how to implement the solutions using behavioural psychology)
- **Live streams and Q&A** from the ice
- A **website** dedicated to the Breaking the Cycle South Pole project
- A virtual cycling event for the **FulGaz** app - indoor training sessions



**Sassendalen,  
Svalbard**

# Broadcast

## TV series

**International distribution to 500 million households worldwide**  
50 million actual viewing

### Benefits to sponsors

**Product placement**

**Advertisement inventory**

2-minute advertising inventory per episode; your advert in the prime spot with key broadcasters.

**Break bumpers**

“Brought to you by...”

**Global TV distribution**

At least 20 broadcasters [500 million household worldwide]

**End credits**

Appearance in the end credits - prime spot



Hurry Fjord  
Northeast Greenland

# Digital

Digital release of the series on multiple on-demand platforms

## Benefits to sponsors

### Digital release - VOD

Multi-platform on-demand: audience of 65 million

### Digital campaign

Short branded clips delivered to 20+ targeted video platforms

### Banner Adverts

On key travel and adventure websites. national magazines and newspapers and business titles.

### Broadcaster website and digital platforms

Social media and newsletter combined reach - 20K (approx.)

## FulGaz

Kate will share her experiences of cycling across Antarctica by creating a virtual cycling event for <https://fulgaz.com/>, an app that brings realistic, inspirational rides to indoor training rides. Multiple branding opportunities; access to a **100K+ well-targeted audience**.

FULGAZ

## Adventure Entertainment

The feature film will also be screened on SVOD platform, Adventure Plus, offering a separate platform for sponsors to access it's **100K-strong adventure-mad audience**.







# PR



Dedicated PR campaigns around the expedition and in the run-up to the premiere of the show. Kate makes regular appearances in the Australian and global media - TV, radio, podcasts, presentations, magazine features and educational media.

## Benefits to sponsors

**PR Campaign** (Expedition focused)  
Before and throughout the expedition

**PR Campaign** (Show focused)  
2 months dedicated PR with Kate's established media relations in the lead up to the series release

**Special features**  
Special features in sustainability, cycling and geographic related publications (e.g Nat Geo Traveller, Wanderlust, Australian Geographic, etc) - magazine and digital

**London and Australian Premiere** and press around it for the feature-length. This includes working with University College London.

**Film Festivals**  
Screening at various adventure and travel film festival worldwide for the feature-length

# Expedition team



## Claudio von Planta

Documentary filmmaker

Filmmaker for the acclaimed series of the motorcycle journeys Long Way Round, Long Way Down and Long Way Up, Claudio is recognised as one of today's most committed current affairs directors, never failing to deliver the story no matter what the conditions. He has won many prestigious awards.



## Tobias Nash

Assistant filmmaker, communications, photographer

A videographer and psychology student at University College London (UCL), Toby is passionate about sustainability and solving global issues.

A multi-talented emerging leader, Toby has been an actor in major stage and screen productions, but over the last five years he has turned his attention to storytelling from behind the lens. His passion for behavioural psychology evolved when researching how to eliminate single-use plastics during his IB studies, Dulwich College, Singapore.





# Production

## AOK Media House

A UK production company specialising in factual television, will be producing a documentary series. AOK's critically acclaimed TV series have been watched by millions and aired at prime time by leading international broadcasters. [www.aokmediahouse.com](http://www.aokmediahouse.com)



# Global Distribution

## Boulder Creek International (tbc)

A well-established and innovative distribution company based in central London. Through strategic relationships with international broadcasters in the areas of expertise, travel and sport, BCI delivers high-end programmes to networks worldwide as well as helping tourism bodies and specialised TV production and sports presentation companies to deliver their stories to millions of viewers. [www.bouldercreekinternational.com](http://www.bouldercreekinternational.com)





# DIAMONDS IN THE SAND

PRESENTED BY: **OMDIS** BUILDING FUTURES IN ORANJEMUND

## Case Study

**This team** has a proven track record having produced and distributed a global 4-part TV series:

**Diamonds in the Sand**

<https://vimeo.com/462048683>

PRODUCER: AOK Media House

DISTRIBUTOR: Boulder Creek International

IN PARTNERSHIP WITH: OMDIS (Namibian Tourism organisation)

BROADCAST: Primetime

OUTSIDE TV (US): 4.5million

NATIONAL GEOGRAPHIC ASIA: 20million

CNBC: 385 million households globally

OTHER NETWORKS (so far): Globosat Brazil, Sky Sports NZ, TV Catalunya, A Bola Portugal, PX TV, CBC Canada, Action 24, Spiegel Germany, BNT Bulgaria, RTI Mediaset Italy, Sport 1 Germany

PRESS: National, Cycling and Outdoors press (UK and US)





# Outreach

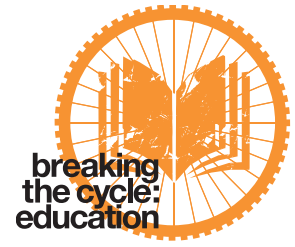


Breaking the Cycle will serve to build on Kate's commitment to contribute towards ending extreme poverty, achieving equality and protecting the environment through education. (Sustainable Development Goals 1,4, 5, 13)

- **Breaking the Cycle Foundation:** Helping to alleviate extreme poverty, support equality and care for the environment. Developing global citizens with the power to be brave and ignite positive action within themselves and others through immersive expeditions & experience
- **Breaking the Cycle Education** aims to help prepare our future leaders to make informed decisions to create a better world.
- **A role model inspiring girls and women** demonstrating resilience, determination and commitment to aim high to achieve their full potential
- **Supporting the environment** by collecting research-grade climate data for not-for-profit organisation **2 Degrees C** during the journey.
- **Carbon Positive Australia** to ensure this is a carbon positive project while also supporting biodiversity in one of the world's Biodiversity Hotspots.



# Breaking the Cycle Education



During the expedition, students and educators will be able to engage in the journey while taking part in customised lessons and activities. Being a supported expedition, live streaming is possible.

Post expedition, in consultation with academics from UCL (a top 10 ranked university), the team will create a series of educational videos and learning resources that explore ways to combat climate change. Through the lens of behavioural psychology, the unique focus will be on how to implement solutions presented in the films.

The team will be able to target a considerable education audience. Kate, a qualified teacher, has partnered with Belouga, an interactive learning platform present in over 110 countries. She's an Honorary Advisor for The Duke of Edinburgh's International Award and a Scout Ambassador. Kate has a big network of education connections



Proud to support

THE DUKE OF EDINBURGH'S  
INTERNATIONAL AWARD

AUSTRALIA







## *Invitation to Sponsor Partners*

*Kate embodies the spirit of exploration at it's best  
She invites partners to become involved in her ground-breaking expedition  
cycling across the Antarctic continent*

**World first - inspiration - innovation**

**Nov-Dec-Jan (2024-25)**

### **Breaking the Cycle South Pole**

*“If the leaders of tomorrow are inspired to explore, understand how the world fits together and how they fit within it, our global community will be all the richer for the decisions they will make toward a better world.”*

- ✓ Motivating the next generation to explore through adventure, leadership education, teamwork and community service;
- ✓ Encouraging communities - especially women and girls - to aim high and achieve their full potential;
- ✓ Stimulating a CSR culture that alleviates poverty, supports education and protects the environment (a carbon positive project);
- ✓ Supporting the Sustainable Development Goals, in particular: 1(No poverty), 4(Quality education), 5(Gender equality) 13(Climate action).



Australian Financial Review shoot

# Further Details

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On the ice road to  
Tuktoyaktuk  
Arctic Canada