

EXPEDITION

720



# **EAST TO WEST** **POLE TO POLE**

A HUMAN POWERED  
CIRCUMNAVIGATION

**ANGELO WILKIE-PAGE**

THE FIRST PERSON TO CIRCUMNAVIGATE THE  
GLOBE FROM EAST TO WEST AND POLE TO POLE  
ALL UNDER HUMAN POWER. MAKING THE WORLD  
A BETTER PLACE, ONE KILOMETRE AT A TIME.

**A 2014 SPONSORSHIP OPPORTUNITY**





# The Mission

29 year old Angelo Wilkie-Page's mission is to become the first person to circumnavigate the globe from East to West and Pole to Pole, crossing all major lines of latitude and longitude, using only human power, i.e. no motors, no sails, no solar. This journey will take a period of 6 years, and will be a first of its kind - the holy grail of human powered circumnavigation. Not only will this be the ultimate test of human endurance and will-power, furthermore Wilkie-Page will be using this non-profit experience as a platform for numerous grass-roots initiatives that will raise global awareness on important environmental issues.

## The Purpose

### **Expedition 720° Affiliated With Heifer International**

At Expedition 720°, we have joined forces with Heifer International South Africa because of their exemplary vision and reach around the world. We aim to join as many of the various Heifer International projects en-route, around the world as possible, thereby taking an active step in contributing to their global vision of alleviating poverty and hunger. Heifer not only provides needy families and communities with skills and resources to better their own lives, but also instils a sense of community and accountability with its "Passing the Gift" charity model. This unparalleled grass-roots level of involvement simultaneously inspires change while tangibly making a difference in the lives of all those it touches, principles we at Expedition 720° share.

### **Expedition 720° And Charity Miles**

Wilkie-Page will carry a satellite phone linked to the Charity Miles App and will raise 10 cents for every kilometre cycled, this simple but effective initiative will raise a total of 6500 USD for "The Nature Conservancy". By supporting Expedition 720° you will directly be contributing to "The Nature Conservancy", whose goal it is to conserve life-giving water and land resources for current and future generations.

### **A Guide To Eco-Awareness For The Global Learner**

Expedition 720° will approach local schools, to reflect on topics like goal setting, planning, preparation, motivation, teamwork, social responsibility, environmental stewardship etc, as an interactive class exercise. We will be liaising with teachers and working the project into the school's syllabus, to educate scholars by raising their awareness of environmental issues. The students will follow Angelo via a live satellite tracking system linked to Expedition 720° web-Page.





# The Outcomes

During Expedition 720°, one of our primary aims is to promote project awareness for Heifer International South Africa, simultaneously raising funds for their various rural development initiatives around South Africa. We will achieve this by working extensively with corporate and private sponsorships on a national and international level, as well as constant updates and publicity maintenance via prominent social media including Twitter, Facebook, Youtube, blogging and live video correspondence.

While setting out to achieve a true world first, and in doing so break 4 Guinness World Records, Expedition 720° aims to improve the quality of life in impoverished communities, thereby making the world a better place, one kilometre at a time.

Through integrating the singular skills and expertise of specialists in the field of endurance exploration and adventure, Expedition 720° will be able to cultivate this unprecedented challenge of human strength and determination. Furthermore, we will endeavour to consistently demonstrate our vision of minimal consumption and environmental impact, in accordance with our ideals here at Expedition 720.

## First Leg Budget

Due to the enormity of the project, each leg has been allocated a specific budget. Please see spreadsheet below showing the first leg budget. There are some items left off the list as these have already been accumulated by Wilkie-Page from previous experiences. Each Item has been thoroughly researched and is best suited to this leg.

Leg 1- E2W		Los Angeles to Anchorage - 5650KM		90 Days	90 Days
Item	Brand/Company	Detail	Cost In ZAR	Cost In USD	
<b>Angelos Budget</b>					
Flights- Extra Weight Penalty	Pentravel	DBN-LA-ANR-DBN	ZAR 18,500.00	\$1,723.00	
Touring MTB	Morewood	MTB Touring Bike	ZAR 17,000.00	\$1,537.00	
Bike Panniers, Racks, Frames	Thule	Front and Back X 2	ZAR 9,500.00	\$887.00	
Bike Spares	Cyclelab	Lights, Tubes, Chain, ext	ZAR 4,500.00	\$420.00	
Accommodation		Camping	ZAR 15,000.00	\$1,396.00	
High performance vitamins		250 per/month	ZAR 750.00	\$70.00	
Food	Expedition Foods	R 250 per/day 90 days	ZAR 22,500.00	\$2,095.00	
Macbook protection	Thule Store	Tule waterproof cover	ZAR 850.00	\$80.00	
Medical kit	Adventure Med Kits	Mountain comprehensive	ZAR 2,500.00	\$232.00	
Visa	Visa box	Canadian	ZAR 1,000.00	\$94.00	
Running Expenses		Web,Email,Phone,Acc,Extras	ZAR 15,000.00	\$1,397.00	
Satelite tracker, messenger	Yellowbrick V3	V3 Profesional, 1000 credits	ZAR 9,350.00	\$845.00	
<b>Total</b>			<b>ZAR 116,450.00</b>	<b>\$10,776.00</b>	
<b>Suport Crew Budget</b>					
Flights	Pentravel	DBN-LA-ANR-DBN	ZAR 16,850.00	\$1,570.00	
Buy a Van/Minivan	And Transfer fees	Chrysler/Ford 2003	ZAR 37,000.00	\$3,452.00	
Van Fuel	Fuel Economy	LA To Anchorage	ZAR 8,050.00	\$750.00	
Food	General Stores	R 200 per/day 90 days	ZAR 18,000.00	\$1,678.00	
Accomadation		Camping	ZAR 15,000.00	\$1,396.00	
Visa	Visa box	USA, Canada	ZAR 2,000.00	\$187.00	
<b>Total</b>			<b>ZAR 96,900.00</b>	<b>\$9,033.00</b>	
<b>Grand Total</b>			<b>ZAR 213,350.00</b>	<b>\$213,350.00</b>	



# The Route

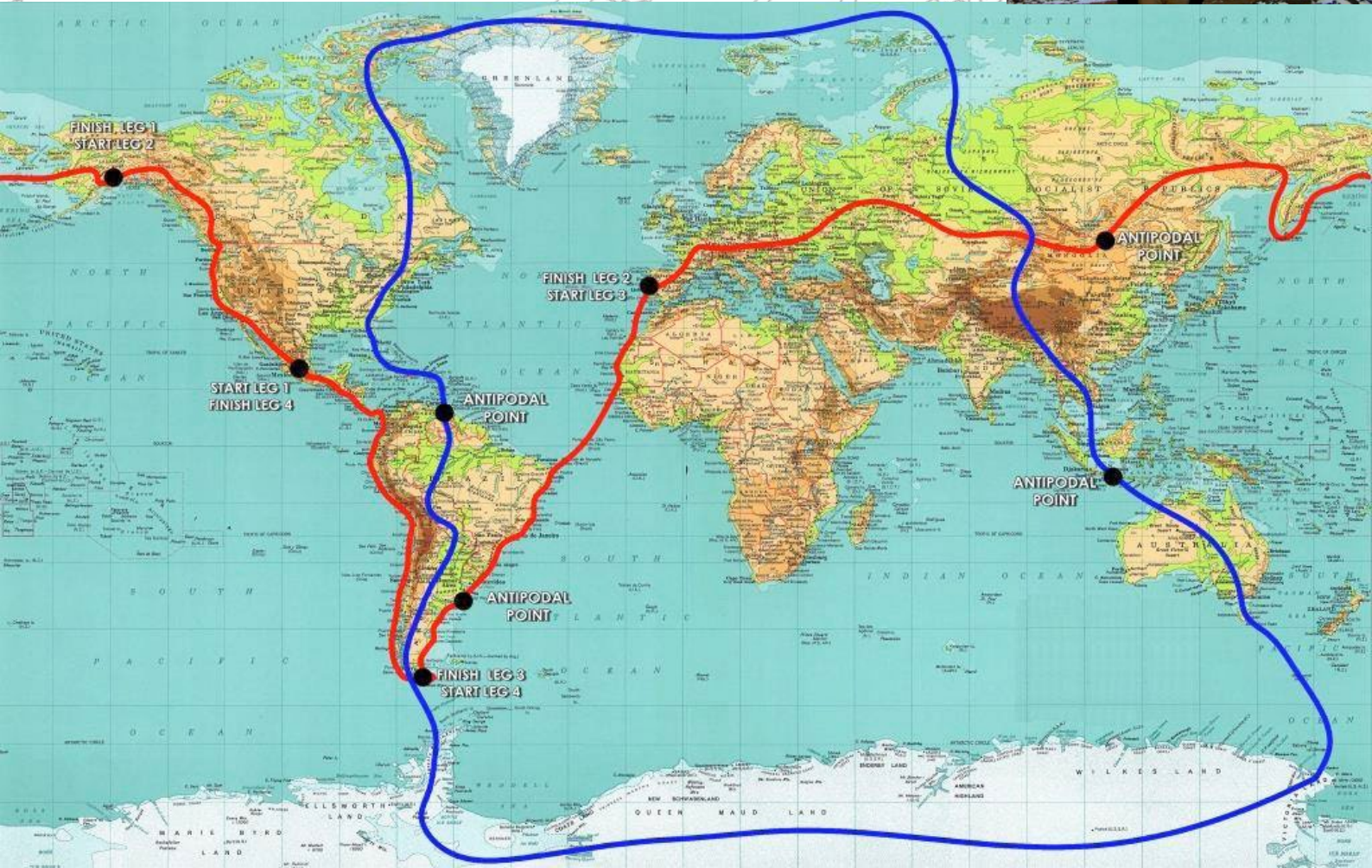
The Route is broken up into 2 parts, the first part is the traditional East to West circumnavigation and the second part the ultimate challenge: the Pole to Pole circumnavigation. Each part will be broken up into 4 separate legs. Angelo will be crossing all lines of longitude and latitude, 4 Antipodal points and cross the equator at 4 separate points, as specified by the The Guinness World Records and Explorers Web regulations. This expedition will be an attempt to break 4 of the current world records.

## Records Attempts

- To break the current world record for East to West Human Powered Circumnavigation, set by Erden Eruc over 5 years.
- To be the first to complete a Pole to Pole circumnavigation, crossing 4 antipodal points and 4 Equator crossings.
- Be the first person to complete both East to West and Pole-to-Pole circumnavigations all under human power.

## A Few Facts

- Expedition 720° will take place on 7 continents
- Across more than 48 countries
- A total distance of around 115 000 kilometres
- Row and paddle 4 oceans and 9 Seas
- Cross 6 deserts including 5 of the worlds biggest deserts





# The First Leg

The First Leg will start in Los Angeles, California on the 15th of June 2014. It will be a 5650 km cycle taking Angelo up the West coast of North America via San Francisco, Portland, and Seattle. Crossing the border into Canada via the city of Vancouver and entering into the beautiful nature reserves of British Columbia, Wilkie-Page will then enter the Yukon towards Whitehorse and finally into Alaska and finishing off in Anchorage.

Some of the challenges Angelo will face on the first leg include trucks and cars. Along the first leg, Wilkie-Page has designed the route to avoid most primary roads which only allow transport by car and truck. While using roads with motor-transport will be unavoidable in instances where these roads are the only option, the vast majority of movement will be cycled using secondary and Jeep roads.. Angelo will face extreme temperatures in Canada and Alaska as low as minus 20°C, as one can see on the chart on the right. Brown Bears, Black Bears, and Polar Bears will also be of concern in British Columbia in Canada as well as in Alaska.

With regards to the vital element of communication, Wilkie-Page will be equipped with the V3 Professional Yellowbrick tracking system and two-way messenger device, which uses the Iridium Satellite network to transmit its location from anywhere in the world, including both poles. This will allow Expedition 720's followers access to live tracking via the Yellowbrick website, Expedition 720' web-page and selected social media sites. The tracker will send hourly updates, showing location and blog updates.





# The Team

## **Angelo Wilkie-Page, Team Leader Explorer/Adventurer/Endurance Athlete Team Ambassador For Heifer International South Africa**

Angelo's recent experience includes training at Annapurna base camp in the Southern Himalayas, climbing up to altitudes of 4350 meters in extreme and unyielding conditions. He is also a professional sailor, sailing around the world on Super-Yachts with his RYA Yacht Masters Offshore. Furthermore, Angelo is a qualified project manager, and was recently awarded the coveted position of Heifer International South Africa Ambassador.

### **Angelo's relevant achievements include**

- Successfully completing 2 Comrades Ultra Marathons, at a distance of 89.5 kilometres.
- Iron Man South Africa
- A South African Drakensberg Grand Traverse
- Cycling from Spain to Italy
- Cycling 450 km around Victoria Falls, Zimbabwe, Zambia

## **Joanna Wallace, Support Team Expedition Operations Manager**

Joanna has travelled and explored more than 32 countries, while completing her Bachelor's degree in Geography and Environmental Management. She will be responsible for the team's nutrition, ensuring that Angelo stays at his optimum physical condition throughout the expedition no matter the nature of the challenge in hand. Joanna will also be doubling up as a photographer, and systematically recording all aspects of the expedition, including publicity and social-media up-dates regarding daily events and significant milestones, and daily events. Joanna's Undergraduate studies and her passion for exploration make her a perfect addition to the young and dynamic Expedition 720° team, where drive, zest and dedication are paramount.

## **Thomas Hart, Preproduction Photographer And Film editor**

Thomas an award-winning filmmaker who has spent over 5 years filming in remote places of the Kalahari Desert with Bushmen communities of Southern Africa. Besides being an anthropological filmmaker and photojournalist, Thomas has 3 years of experience working as a communications strategist and researcher for a number of Pan African NGOs. With a Cum Laude Masters in Communication Development, a BSocSci in Marketing and Media and Honours in Filmmaking, Hart has published a number of papers in the fields of participatory video, citizen's media, community radio, broadcasting and telecommunications.



# A Sponsorship Opportunity

To keep the momentum going and the expedition connected with the public on a daily basis, Expedition 720° will make use of a broad multitude of media channels...

## Newspaper

We will be publicizing our activities and achievements in national and provincial newspapers in South Africa during the initial stage of Expedition 720°, with the aim of expanding out towards the international news arena from the locations we will be moving through. We are already in close contact with major newspaper in California, Oregon, Washington, British Colombia and Alaska and will be using these opportunities to promote the expedition and credit our sponsors.

## Social Media

The main social media streams we use are Facebook, Blogger, Twitter, Instagram and youtube, where adverts can be added. Collectively we have the potential to have an audience of over 1 million viewers, on social media alone. Joanna Wallace will monitor all platforms on a daily basis and keep posting updates of Expedition 720° with concurrent mention of sponsors and their contributions.

## Radio

This is a means of connecting with the public and raising awareness in an unobtrusive manner; ideally we will use this platform to connect with the public while they go about their day-to-day lives. Again this will be an instance in which we move from the provincial local arena (ie: East Coast Radio, UCT Radio, Y-FM), on to the international (ie: KINY Radio - Alaska, Kiis Radio - Los Angeles etc ) as the expedition develops.

## TV

By approaching television studios we have the opportunity to increase our publicity base with great effectiveness. The plan of action is to work with the already growing momentum of the expedition at the appropriate level, in an effort to increase the audience reached. Again we are moving from the local and regional to the local national level as the expedition evolves, starting with early morning television and moving on to prime time.

## Branding

Sponsors can have the opportunity to advertise their branding on the equipment item of their choice such as, bike-bags (there will be 4 on the bike), the tent, a bike flag; as well as gear worn by Angelo such as shirts, caps and helmets.





# Contacts

Expedition Leader and Project Manager

Angelo Wilkie-Page

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or [720humanpowered@gmail.com](mailto:720humanpowered@gmail.com)

Cell- 082 387 0642

Operations manager and support crew

Joanna Wallace

Email- [720humanpowered@gmail.com](mailto:720humanpowered@gmail.com)

Cell- 072 777 0624

# Social Media

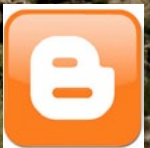


Facebook - <https://www.facebook.com/Expedition720Degrees>

Facebook - <https://www.facebook.com/HeiferSA?fref=ts>



Twitter - [Expedition720degrees](https://twitter.com/Expedition720degrees)



Blogger - [Expedition 720 degrees](https://www.blogger.com/blog/Expedition720degrees)



Youtube - [Expedition 720 degrees](https://www.youtube.com/Expedition720degrees)



# All around the world

March 19, 2014  
maritzburg  
**FEVER** NEWS  
**3**

## Online Feature

### 1. PMB FEVER

[http://www.pmbfever.co.za/130638/news-details/all-around-the-world?fb\\_action\\_ids=10152263918371648&fb\\_action\\_types=og.likes&fb\\_source=aggregation&fb\\_aggregation\\_id=288381481237582](http://www.pmbfever.co.za/130638/news-details/all-around-the-world?fb_action_ids=10152263918371648&fb_action_types=og.likes&fb_source=aggregation&fb_aggregation_id=288381481237582)

### 2. Feat

<http://www.featsa.co.za/2014/03/around-the-world-and-then-some/>

Angelo Wilkie-Page gets ready for his Expedition 720 Degrees endurance adventure.

PHOTO-SUPPLIED

>> 'This expedition is a coming together of all the things I love - endurance, travelling and adventure'



NICOLE JOHN  
>>nicole@pmbfever.co.za

ANGELO Wilkie-Page (29) will be attempting to get into the Guinness Book of World Records with his Expedition 720 Degrees endurance adventure.

Wilkie-Page, a Carter High School matriculant, will soon begin the first leg of his expedition which, when completed, will see him as the first man to have circumnavigated the world from east to west and pole to pole, solely on human power.

Speaking to the *Maritzburg Fever*, Wilkie-Page said that his primary goal in completing this expedition is to break records to test the human capacity for long-term endurance.

"There are only two people who have circumnavigated the world from east to west using only human power. No one has done it from pole to pole on human power. I want to be the first person to do both."

The endurance expedition is about 115 500km and is expected to take him roughly five years to complete. He will cross seven continents, 48 countries, four oceans and various deserts and mountains.

Although the task may look daunting, it is broken up into various legs and allows time for Wilkie-Page to regroup and get more sponsors for the next leg of the journey.

His first leg begins in Los Angeles and is a 5 650km cycle to Anchorage which he will begin on 15 June.

Wilkie-Page was not always an endurance adventurer. He studied project management in Durban and worked as a commodities trader. After a few years of doing this, he realised that corporate life was not for him and decided to pursue his passion of exploring the

world.

He has competed in various endurance races, including cycling from Spain to Italy, 400kms MTB around Victoria Falls, Iron Man South Africa and two Comrades Marathons.

"This expedition is a coming together of all the things I love - endurance, travelling and adventure. It will give me a chance not only to see the world, but to explore it in a different way," said Wilkie-Page.

His training began in November last year when he was in the first stage of high altitude, extreme environment training in the Himalayas, going up to altitudes of 4 300 metres.

He also did some high altitude training, at 2 900 metres, for a week in Lesotho in January.

Wilkie-Page is working with the charity Heifer International, which focuses on alleviating poverty and

hunger throughout the world.

"We chose Heifer as our cause because of their local and international reach."

"The work they do in South Africa, and in the international arena, is outstanding. They essentially have affected 18.5 million lives globally."

Expedition 720 will be based solely on human power, which means that Wilkie-Page will either be rowing, swimming, running, cycling or paddling across the world.

Joanna Wallace will be

his primary support in terms of logistics, social media and nutrition. Wallace also matriculated from Carter High School and has a Bachelors degree from the University of KwaZulu-Natal in geography and environmental management

"I am no superman. I am just an

average guy with a dream to achieve something great," said Wilkie-Page.

For more information, find their Facebook page at Expedition 720 Degrees or to contribute towards sponsorships contact Wilkie-Page at 082 387 0642 or e-mail 720humanpowered@gmail.com

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