



<http://www.theadventurists.com>
media@theadventurists.com | +44(0)117 364 3402

15^h February 2012

FOR IMMEDIATE RELEASE

First Ice Run underway – Ural motorbike and sidecar teams taking on frozen Siberian rivers and ice roads

Live Now: Adventure teams attempting first edition of extreme adventure across the frozen Siberian wilderness on soviet-era motorbikes with no back up, support or set route

<http://www.theadventurists.com/the-adventures/ice-run>

On Monday 13th February, 12 amateur adventure teams set out from Irbit in Russia in an adventurous attempt to drive 1500km in Ural motorbikes to Salekhard, the only town in the world that sits on the Arctic Circle.

View & download media images: [The launch](#) & [On the road – first pictures](#)

The only way to reach the finish line is by driving on frozen Siberian rivers and ice roads through remote areas in sub zero temperatures that could drop as low as -30 degrees celsius. A local policeman said to Will Kemble-Clarkson, a British Ice Run team member at the launch site: “Nobody takes the ice roads, they are only for lorries, bears and wolves...”

One team crashed into a ditch on launch day a matter of minutes after setting off; a moment caught on camera and posted to YouTube by local [Russian TV news](#) (1m, 38 s).

Updates from the first two days on the road include another from Will reporting “helpful locals guided team across back-country, going slowed by stopping to eat bear meat and fire guns. Hairy encounter with drunk village led to all night push at -27 degrees Celsius. All vehicles busted but towed in column by local lorry and awaiting repairs.”

Teams are heading into remote areas and already having to camp out in the Siberian wilderness,

one team waking up to find the morning temperature in their tent was -20 degrees Celsius!

Organisers The Adventurists believe that real adventure can only be had when you make things intentionally difficult. True to form there are no expedition prepared 4x4s. The vehicle of choice for The Ice Run - the 7th offering from the UK based purveyors of glorious mayhem - is the Ural motorbike and side car; a motoring classic.

On top of plummeting temperatures, teams are likely to encounter hostile weather conditions including high winds and heavy snowfall that could leave them stranded in remote areas with sparse population.

The motorbikes they will be using are second-hand so unlike the brand new versions are likely to break down in the extreme environment. There is no back up, no set route and emergency rescue services in the region are almost non-existent.

The journey is likely to be made exclusively on ice roads, through mostly unsigned areas and villages that don't appear on maps. With their luggage and team mate shoehorned into the side car they have minimal room for equipment, tools or spares.

The adventure is supported by Ural and launched from their factory in Irbit where the bikes have been built for decades. The teams are expected to take around 12 days to reach the finish line though nobody quite knows for sure what will happen as it's never been attempted in full before. The Adventurists carried out a limited test run last year but only reached halfway.

[Watch the video: The Ice Run Test Run - February 2011](#)

Each team is also raising at least £1000 for a charity of their choice and the adventure is generously supported by Ural, Oxford Products and Buff®.

[Ural](#) are providing a launch venue, in-country support and all-important vehicle expertise, [Oxford Products](#) are providing their splendid heated grips & handlebar muffs. [Buff®](#) the original multifunctional headwear brand, are supporting the Ice Run too. Participants are given an item of Buff® headwear before taking part, it's an invaluable piece of kit for the discerning adventurer. They're the Official Headwear Sponsor across The Adventurists many adventures.

The teams will be tracked via GPS and sending in updates to the [Live Tracking Map](#) on the official website. For more information have a gander at: <http://www.theadventurists.com/the-adventures/ice-run>

ENDS

Notes to Editors

Hi res images from the Ice Run Test Run are available to download for royalty free editorial use:

<http://www.flickr.com/photos/adventurists/sets/72157629229451777/>

A video made on the Test Run showing the adventure ahead can be embedded from YouTube and footage can be made available for media use: <http://www.youtube.com/watch?v=7CJdtbio8n0>

For interview requests or more information contact:

Dan Wedgwood

The Adventurists Press Office

media@theadventurists.com | +44117 364 3402

The Adventurists

Some git has already walked off the edge of all our maps, there's a traffic jam to get to the top of the world's tallest mountain, every millimetre of our good planet has been scanned by satellites and rammed into your mobile phone. What room is there left for those of us who still yearn for a bit of old school adventure? Here at The Adventurists we believe there is still adventure to be found in the world. We just need to go try that little bit harder to find it. Let's cut new edges into our maps, break our GPS' and set forth into the world to find out what happens.

<http://www.theadventurists.com>

About Ural

<http://www.imz-ural.com/>

About Oxford

<http://www.oxprod.com/>

Buff Wear

<http://www.buffwear.co.uk>

About The Ice Run – THE WARNING

This is a copy of the warning from the official website about the dangers of taking part in the Ice Run.

“The Ice Run is a highly dangerous adventure. You risk your health and your life by participating in it. The website is written in a light-hearted manner, but you must not underestimate the risks

involved in undertaking this kind of adventure.

Your chance of dying is significantly increased for the duration of your time partaking in the adventure. These are not glorified holidays. Many of the risks are unknown, but you risk freezing to death, losing parts of your body to frostbite, being injured or even killed in an accident.

You will be driving through extremely remote areas where there is little human habitation and a large wild population of wolves and bears. This part of Siberia also has a reputation for being somewhat lawless. Do not underestimate the danger of this event.”