

For Immediate Release

Issued: 5 August, 2010

**Polar Explorer Lends Support for Keep It Cool at Fundraising Event  
-Thursday 9 September 2010-**



On Thursday 9 September, legendary Polar Explorer, **Robert Swan (OBE)** will be special guest at a fundraising event in Cairns for local climbers, Jay Finucane and Craig Roberts - who in 2011 will embark on their quest of a lifetime - to stand atop the highest mountain in Antarctica while dedicating their efforts to preserving the environment.

Over the past 10 years local climbing duo, Finucane and Roberts have conquered many mountains, but none has posed as many challenges as the expedition they are poised to embark on in 2011- climbing Antarctica's Ellsworth Mountain Range. Their expedition is entitled, Keep It Cool.

**Picture: Robert Swan OBE**

According to Roberts, added to the amazing effort of physical and mental strength required is the sheer expense of making their dream a reality. "We are now in the throes of actively raising \$70,000. Already we have secured sponsorship from The North Face and It's Extreme for all our climbing gear as well as graphic designers, web hosting and public relations. Everyone has been truly forthcoming, but what we really need is financial support," he said.

**About The Event and How to Book**

The keep It Cool fundraising event on 9 September starts from 6.30pm at Sofitel Reef Casino. Tickets are \$30 per person, \$20 for students and can be purchased online using Paypal on [www.Keepitcool.info](http://www.Keepitcool.info) or from Pulse Hair, 14 Spence Street. Tickets will also be available at the door.

Roberts says this event will be a special night. " Not only will people be able to meet the Keep it Cool team, they will also have the rare opportunity of talking and listening to Robert Swan - who after a chance meeting last year, was the catalyst for our big adventure.

"As the first person in the world to climb unaided across both north and south poles, Robert Swan is truly inspiring and is looking forward to sharing his experiences in a motivational presentation that is destined to delight all who attend."

Keep It Cool 2011 is a mission aimed at focusing attention on Antarctica's pristine environment which is threatened by climate change and the vital role renewable, sustainable energy will assist in its preservation. For more information, [www.keepitcool.info](http://www.keepitcool.info) and to find out more about Robert Swan and his mission to preserve the 2041 Arctic Treaty, [www.2041.com/lectures](http://www.2041.com/lectures).

Ends

For more information on sponsorship benefits and how you can help please contact Craig Roberts E: [info@pulsehair.com.au](mailto:info@pulsehair.com.au) or Tel : 07 40 514 212 / 04066 59595

**Keep It Cool Fundraiser 9 September**



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