



JOIN CRUISE NORTH IN THE ARCTIC & BE A PART OF INTERNATIONAL POLAR YEAR

Montreal, January 26, 2007 – Starting this March, more than 50,000 scientists and students from over 65 countries will embark on a new round of Arctic and Antarctic research and global collaboration under the auspices of International Polar Year (www.ipy.org).

International Polar Year presents an unprecedented opportunity to get involved with cutting-edge science in real time, and Cruise North Expeditions, the only cruise line to specialize exclusively in the Arctic, is inviting travelers to be a part of it.

In support of International Polar Year, Inuit-owned Cruise North is expanding its scientific and preservation initiatives. The cruise line is working in conjunction with the faculty of biology at the University of Ottawa to update a 20-year-old survey on the thick-billed Murres on Akpatok Island, inviting passengers to track bird sightings in seldom-visited areas and recruiting volunteers for its annual Arctic clean-up mission.

“We are passionate about sharing the landscape, wildlife and traditional culture of the North” says Cruise North president Dugald Wells, “and our passengers return home as Arctic ambassadors.” Wells started his career as a Professional Engineer in the Arctic. Over the course of a decade he conducted some 20 field studies of sea ice conditions, traveling by ship, helicopter and snowmobile to virtually every corner of the Canadian Arctic.

Students On Ice

Cruise North Expeditions will be hosting annual **Students on Ice** learning expeditions endorsed by The International Polar Year Joint Committee. The first Students on Ice expedition takes place August 3-17, 2007 for students ages 14 – 18. The young explorers will do their own hands-on research and travel in the company of leading scientists, polar experts and educators including Inuit environmentalist Sheila Watt-Cloutier, recipient of the UN’s Champion of the Earth Award. To learn more about Students on Ice’s plans for International Polar Year and sign on for this summer’s Arctic expedition with Cruise North, visit www.studentsonice.com.

Project to Advance Leadership for Climate Change Action

In conjunction with International Polar Year, Cruise North Expeditions will also contribute to the Polar Catalyst: A project to Advance Leadership for Climate Change Action, by hosting a 12-day gathering at sea in summer 2008 for emerging political, corporate and community leaders from around the world to identify, discuss and advance policy options for climate change. This effort is being led by LEAD Canada (Leadership for Environment and Development) whose mission is to inspire leadership for a sustainable world (www.lead.org).

Cruise North is offering six Arctic experiences this summer including Newfoundland & Labrador, Labrador North, Arctic Explorer, Baffin Adventure, Hudson's Wake and the High Arctic. Cruise North's second annual Arctic Marathon Cruise will take place on the July 26 Hudson's Wake sailing, and the season will be capped off with the third annual Arctic Clean-Up, September 11 – 16 which is open to volunteers.

Launched in 2005, Cruise North Expeditions has rapidly established itself as the leader in authentic, affordable Arctic expeditions. The cruise line has earned a place on Condé Nast Traveler's prestigious "Green List" for its environmental efforts and its commitment to helping preserve Inuit culture through tourism (www.concierge.com).

For complete details and to make a reservation call your travel agent or Cruise North Expeditions at The Travel Network, a Virtuoso member agency in Toronto, Canada at 1-866-263-3220 or 416-789-3752 or visit www.cruisenorthexpeditions.com.

Note: Cruise North Expeditions is owned by the Makivik Corporation of Quebec, a highly successful investment corporation born of the first modern-day Aboriginal land claim settlement agreement in Canada (the JBNQA of 1975). Makivik also owns the well-respected First Air and Air Inuit.

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