



Run in the Midnight Sun: Join Cruise North's Arctic Marathon Cruise

Hudson Strait, Canada, January 22, 2008 -- Calling all adventurous runners for a rare opportunity to run a marathon course of sublime beauty and uncommon serenity where running alongside caribou, not people, is the norm. This can only be one thing: a marathon in the Arctic.

Inuit-owned Cruise North Expeditions, the leader in affordable Arctic expedition cruising, has teamed up with the organizers of the acclaimed Toronto Marathon to offer the second bi-annual Arctic Marathon cruise -- a 26.2 mile run in the land of the Midnight Sun.

The marathon will be held July 25th at Douglas Harbor, a picturesque fjord on the Hudson Strait during Cruise North's Arctic Odyssey cruise. The marathon course begins high on the Arctic plateau and travels along a seldom-used but well maintained mining access road, through fields of wildflowers, past imposing rock formations and tall waterfalls. Participants can form relay teams or run individually.

Running legend Bill Rogers participated in the first Arctic Marathon Cruise and this year, 65-year-old Dr. Myra Rodrigues of Toronto, who lost her vision at age four, will be running the marathon as part of her quest to raise awareness for people living with vision loss.

Cruise North's July 20-28 Arctic Odyssey cruise, priced from \$4,595 double occupancy (\$3,855 triple occupancy), includes air from Montreal to Churchill, Manitoba and return air from Kuujuaq, Quebec to Montreal, a two-hour 15 minute flight on Cruise North's sister company, First Air. Passengers are in for a rarefied treat as they cruise through Arctic waters making landfall at seldom-visited islands. Wildlife sightings are most certain to include polar bears, caribou and muskox. Beluga whales are expected at Churchill and walrus are fittingly expected to be seen at Walrus Island. Birders will be richly rewarded with a visit to the thick-billed murre colony at Akpatok Island.

Inuit culture, an essential element of the Cruise North experience, will be shared both onboard with lectures from the Inuit staff and with visits to Inuit communities. The local Inuit will be on hand for the marathon providing support and good cheer as well as safety from unwelcome polar bears.

Anthony Travel, leaders in endurance and sport travel, is an Official US Tour Provider for the Arctic Marathon Cruise. Anthony Travel is also The Official Travel Partner of the New York Road Runners and the Official Travel Provider of the ING New York City Marathon. Interested runners can contact Anthony Travel at Endurance@AnthonyTravel.com or call 1-866-913-7168

Launched in 2005, award-winning Cruise North Expeditions has rapidly established itself as the

leader in Arctic expeditions by capturing the true spirit of the North with its Inuit ownership and Inuit guiding. Conde Nast Traveler honored Cruise North with recognition on its prestigious "Green List" for environmental efforts and commitment to helping preserve Inuit culture through tourism.

For complete details about Cruise North's 2008 Arctic season 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 <http://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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