

**ARGENTINA**

Rio Gallegos

**CHILE**

Puerto Sara

Punta Arenas

**CHILE**

San Sebastian

Rio Grande

TIERRA DEL  
FUEGO

**ARGENTINA**

**Strait of  
Magellan**

**Beagle  
Channel**

Ushuaia

**Cape Horn**

PACIFIC  
OCEAN

ATLANTIC  
OCEAN

**3 EXTREME  
SWIMS IN  
10 DAYS!**

- **Strait of Magellan**
- **Beagle Channel**
- **Cape Horn (WORLD 1<sup>ST</sup>)**



*Patagonian*

**FEB 2011**

**COLD SWIM CHALLENGE**



## Introduction:

In February 2011, five extreme swimmers from Cape Town, South Africa will attempt a swim never before willingly undertaken by any other human -- a mile around Cape Horn -- the southern-most part of South America -- in a treacherous ocean where the temperature is expected to be a dangerously cold 4°C. In addition, they'll seek to complete two other grueling cold water swims in the Patagonian region of South America, thereby aiming to complete three of the world's most extreme sea swims within 10 days.

All three swims are expected to be undertaken in sub 5°C and are therefore regarded as "ice swims", eligible for recognition by the International Ice Swimming Association.

**This challenge comprises a number of potential world firsts:**

- the first swimmers around Cape Horn
- three extreme swims in 10 days
- two of the swimmers will be the first men to have swum around Cape Point and Cape Horn
- very few have swum three sub 5°C swims in 10 days

## The swimmers are:



**Andrew Chin, 41:** Founding participant in the Orange River Challenge: a four stage relayswim down the Orange River which lasted a total of 40 days and covered 1900km. With Ram Barkai became the first male to swim the 7km route from Diaz Beach to Buffels Bay around Cape Point, South Africa, April 2004. Successfully completed a range of open water swims in South Africa and around the globe such as Alcatraz Island to San Francisco (2 crossings), Pennock Island Challenge in Alaska, an 8 mile swim and Lake Zurich, 1.3km (23 min) in 4°C water .He also coordinates a weekly Sunday swim at Camps Bay aimed at helping swimmers acclimatize to cold water. Completed the One Mile Ice Swim in Fraserburg, July 2010 and member of the International Ice Swimming Association. Andrew serves on the Cape Long Distance Swimming Association Committee.



**Ram Barkai, 53:** Founder of the International Ice Swimming Association. Holds a Guinness World Record for furthest most south swim: 1km in 1°C in Antarctica in 2008. Completed 2.2km in 4°C in Lake Zurich in 2009. Only person to have swum Robben Island crossing at night. Recognised by CLDSA as first man (with Andrew Chin) to swim around Cape Point. Swam down entire length of Orange River in relay and completed the icy Pennock Island race in Alaska last year. Serves on the Cape Long Distance Swimming Association Committee. Keynote speaker at the World Open Water Swimming Symposium in LA, USA, June 2010.

**Toks Viviers, 47:**

Veteran Cadiz Freedom Swim participant (Robben Island to Blouberg). Last year he successfully swam the Pennock Island race in Alaska with Ram Barkai, Ryan Stramrood, Kieron Palframan & Andrew Chin. He has also swum Alcatraz to San Francisco and La Jolla Cove in San Diego, both in the US. Toks is a regular competitor in the Brian Curtis Mile, and a cold water specialist. He completed the One Mile Ice Swim in Fraserburg, July 2010 and member of the International Ice Swimming Association.



**Ryan Stramrood, 37:** Ryan adopted open water distance swimming as his sport of choice as recently as 2003 and has already successfully completed some of the world's toughest cold water and distance swims. After his first Robben Island to Blouberg crossing in 2003, Ryan has quickly stamped his mark on the sport in by successfully completing the notorious English Channel swim in 2008 on his first attempt. Ryan holds 30 Robben Island crossings, including a tough two-way island crossing.

He is one of a handful of people to have swum from Dassen Island to Uysterfontein on the west coast of South Africa, completed two Gibraltar Straits crossings from Spain to Morocco, the icy Pennock Island race in Alaska, from Perth to Rottnest Island in Australia and many more. Ryan also completed a fresh water mile swim in 4°C in 2010.

**Kieron Palframan, 35:** Kieron has completed two gruelling Iron Man events. Cold water distance swimming achievements include an English Channel crossing in 2008 and over 20 successful Robben Island crossings (including a two-way crossing). He has also competed in one the world's longest and coldest swimming races – The Pennock Island Race in Alaska — coming joint 3rd with Ryan Stramrood. Recently, Kieron conquered Cape Point's Triple Cape challenge and the 20km Rottnest Island Race in Australia. In July, Kieron completed a mile in an extreme temperature of 4°C in the Speedo Ice Swim Africa in Fraserburg.







The five are accomplished cold water swimmers, each having proved their abilities through completing some of the toughest swims in the world, mostly at temperatures at which hypothermia is a reality and in waters frequented by sharks, whales, jellyfish and even shards of ice.

They have now identified some of Patagonia's most challenging swims as their next adventure, with the pinnacle being an attempt to become the first to swim around Cape Horn, notorious for its strong winds, huge seas, extreme currents and occasional icebergs.

## The swims they plan to undertake:

For logistical purposes they intend to swim Cape Horn first, followed by Beagle Channel and then the Straights of Magellan.



### 1. Cape Horn:

Cape Horn is the southern-most point associated with South America, located at 55°s 58'47"s. It is notorious for rough seas, ice cold water, strong currents and icebergs. It is also often referred to a "sailors graveyard" due to the number of shipwrecks in the area. The fact that this swim has never before been undertaken makes it even more extreme and exciting. This is uncharted territory and the logistics to undertake the swim in this remote region are complicated. The four will attempt to swim no less than a mile around the horn.





## 2. Beagle Channel:

This channel forms part of the border between Chile and Argentina and this swim requires a passport! At its narrowest, the channel is three miles wide which they will attempt to swim across.

The world's two most Southern Towns, Ushuaia and Puerto Williams lie on this stretch. The water is renowned for **icy temperatures, wind squalls, and whirlpools.**



## 3. Straights of Magellan:

This separates the South Puerto Williams American Mainland from Tierra del Fuego. It's a natural passage between the Pacific and Atlantic Oceans.



It's characterized by icy water, **unpredictable winds and strong currents.** It was **first** swum by the legendary Lynne Cox. This swim is at least 1.2 miles

## Why they're doing it:

Cold water swimming, like most other extreme sports, is a passion of an almost "addictive" nature for those who pursue it with vigour. In addition, the four, either individually or sometimes together, are constantly seeking out new swimming adventures to push the envelope even further.

The challenge will allow them the opportunity to explore some of the most remote and challenging swims out-there whilst also challenging themselves mentally and physically.

The team believes all swims are conquerable -- it just takes, planning, timing, training and attitude.

## The sponsorship opportunity:

This event will be big news in both South Africa and South America, and in several other countries. Extreme sports are by their nature newsworthy and through a well executed publicity campaign, this event stands a chance to capture a significant amount of media attention.



In addition, the swimmers aim to get recognition through a Guinness World Record.



The opportunity now exists for a primary sponsor to come on board to take up naming rights and to capitalise on this unique publicity and branding opportunity.

## The investment:

The entire adventure will cost in the region of **R 300 000**.

We are seeking sponsorship to cover **only R 140 000**

ie. the costs to undertake the three swims, (including logistics, planning and accommodation).

**In return for this investment, we are offering naming rights and branding exposure.**

We are working with PR company, Leap Communications, which will be seeking maximum

**media exposure aimed at R 1 million.**

## Conclusion:

A prime opportunity exists to take up sponsorship of a unique and extreme event at with potentially huge ROI. This event will be significant through the nature of and risks inherent in the challenge and is expected to elicit significant public interest.

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