



**TRUE PATRIOT LOVE WOMEN'S EXPEDITION:
BAFFIN ISLAND 2019**

2019 TRUE PATRIOT LOVE WOMEN'S EXPEDITION

BAFFIN ISLAND | APRIL 1-14

Participant Information Package





INTRODUCTION

The True Patriot Love Foundation is thrilled to announce its first-ever women's expedition to Baffin Island in 2019.

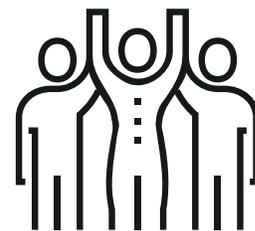
This expedition will bring together a group of female business leaders and military Veterans to embark on an incredible 100-km snowshoeing adventure across Baffin Island, Nunavut. Together, the team will journey across the Arctic Circle, traverse the Akshayuk Pass and visit the remote and breathtaking Owl River Valley. Showcasing and celebrating female strength and resilience, this expedition will also shine a light on the challenges related to work-life integration that women face every day in both the corporate and military workforce. To successfully complete their mission, the team must come together to support and learn from each other, making friendships and connections that will last a lifetime.

Working as a team, participants will face physical, emotional and mental roadblocks throughout their journey. They will lean on each other to overcome them and complete the mission while developing both themselves and the team. This experience will provide both our soldier and civilian participants with the opportunity to share stories, create meaningful relationships with other participants and navigate their own path to find their own true north.

In addition to completing the physical goal of snowshoeing across the Akshayuk Pass, the expedition team will collectively raise critical funds for True Patriot Love to support Canada's military, Veterans and their families from coast to coast. Previous expeditions have raised \$7.5 million

collectively, which has helped fund more than 9,800 hours of peer-to-peer mental health counselling, enabled enhanced job training and recruitment, provided 144 Veterans with rapid job placement, and allowed for a \$500,000 investment to create a virtual reality therapy program for Veterans living with PTSD to name a few.

We are currently seeking committed female business and community leaders to join this incredible journey as part of the True Patriot Love Women's Expedition: Baffin Island team. Participants will train for the expedition, fundraise to support Canadian military families, and participate in a mentorship program with the female military team members.



REASONS TO ACCEPT THIS MISSION

Our expeditions transform those who dare to answer the call of adventure. These are just some of the benefits you can expect from the True Patriot Love Women's Expedition to Baffin Island:

Check off a bucket-list travel adventure

You'll have the chance to become one of the few Canadians to explore the northern frontier of our country with the safety of professional guides. Take this once-in-a-lifetime opportunity to experience the remote, breathtaking beauty of Baffin Island, Nunavut.

Unplug and refocus

Stepping away from your phone, laptop and hectic daily schedule for 13 days will allow you to focus on yourself, your team's mission, the present moment and the silence of some of the most beautiful scenery in the world.

Build your physical strength and endurance

This adventure will motivate you to get in the best shape of your life! We'll provide you with the necessary skills during training camp, as well as one-on-one coaching with a professional personal trainer to ensure you're in optimal physical health as you prepare for this fitness challenge.

Build new relationships

You'll have the unique opportunity to enrich your life with new personal and professional relationships with other like-minded career executives and the brave women who serve, or have served, with the Canadian Armed Forces. Our expeditions offer a safe and supportive environment in which to bond with your teammates, listen and learn from each other.

Experience the rewards of mentorship

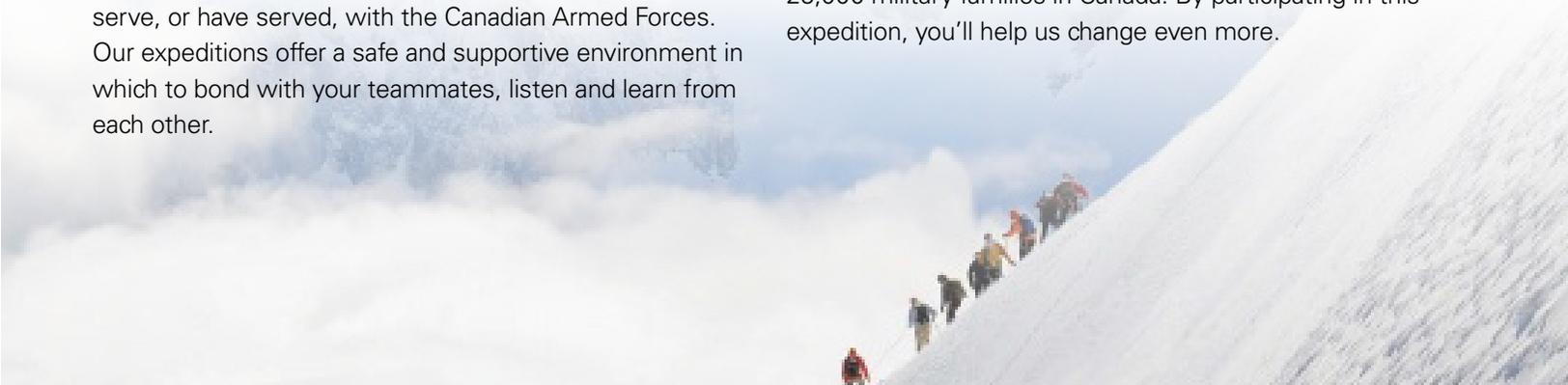
The women of our military serve, or have served, Canada with great strength and courage while making enormous sacrifices. Some have sustained both visible and invisible injuries. This is your chance to give back to them. As a civilian participant of this expedition, you'll provide much-needed support to them as they face the challenges of transitioning to fulfilling civilian life. At the same time, you'll learn from the valuable experience and skills of our female soldiers and Veterans.

Be a role model

After facing the physical and mental obstacles of conquering the Canadian wilderness, you'll be a trailblazer, an inspiration to women across the country for your strength, tenacity and contribution to the well-being of our soldiers, Veterans and their families.

Support an important, Canadian cause

You'll draw public awareness to – and fundraise to address – the critical issues facing our country's military, Veterans and their families, from post-traumatic stress disorder to limited healthcare access for military children with special needs. True Patriot Love has changed the lives of more than 25,000 military families in Canada. By participating in this expedition, you'll help us change even more.



TESTIMONIALS

...they inspired us with their determination, resilience and unwavering commitment to the team.

Ellie & Ben Rusonik, Himalayas 2018

CIVILIAN PARTICIPANTS

“ **Sharing a journey over the frozen Arctic ice with these injured Veterans and learning their stories was both humbling and inspiring.** The TPL expeditions create a real opportunity to build a common bond and bridge between civilians and the military and to give back to those who have served.

Susan McArthur, North Pole 2014

“ **Some of the soldiers on the expedition – those we now consider close friends – are struggling.** We hope that by being a part of this expedition, we eased their struggle in some small way. In turn, they inspired us with their determination, resilience and unwavering commitment to the team. We gained as much from them as they did from us.

Ellie & Ben Rusonik, Himalayas 2018

“ **What an adventure we had to the Himalayas organized by the True Patriot Love Foundation. If you are an adventurer, this group is the best to jump on board with.** Everything is covered, I had a worry-free trip for three weeks... TPL staff were so supportive – they were seriously just a phone call away. Thank you for that. Our team was totally amazing – we were more like family than a group who had just met a few months prior to our expedition. The trip was amazing from beginning to end and I look forward to participating in another in the near future.

Sheila Miller, Himalayas 2018

MILITARY/VETERAN PARTICIPANTS

“ **The TPL Himalayas Expedition gave me the chance to take on a challenge I never thought I would attempt or be capable of. With the injuries I had suffered, climbing a single flight of stairs was a painful and difficult experience for years.** Luckily, with support from friends, family, and groups like TPL, I managed to recover and as part of the 2018 expedition, our team climbed the equivalent of over 1800 flights of stairs. This expedition helped remind me that we can be capable of so much even when we are struggling.

Kelly Scanlan, Himalayas 2018

“ **I am forever indebted to the True Patriot Love Foundation and all the brave corporate leaders that chose to embark on this beautiful journey. An unprecedented amount of funds were raised and much awareness brought to the subject of mental health and PTSD, and I know this will make a huge difference in so many lives...** We all created unbreakable bonds and shared moments through our hardships and triumphs that cannot be achieved in any other environment. It has been a difficult time and I was finally able to lay to rest many things at the Pole. I am so honoured and proud to have been part of such an epic adventure and an initiative so much greater than myself.

Shauna Davies, North Pole 2014



ITINERARY

Please note details are subject to change

Day 1 (April 1)	Arrive in Ottawa. Welcome dinner and gear check.
Day 2 (April 2)	Team flight to Qikiqtarjuaq, Nunavut (formerly Broughton Island).
Day 3 (April 3)	Final expedition preparations. Meet the local people and explore Qikiqtarjuaq.
Day 4 (April 4)	Snowmobile transport across frozen sea ice to the expedition starting point at the end of North Pangiirtung Fiord.
Day 5-10 (April 5-10)	Travel the Akshayuk Pass, experiencing massive glaciers extending from the Penny Ice Cap and the magical cylindrical tower of Mount Asgard. Descend the frozen Weasel River and pass Windy Lake before crossing the Arctic Circle. Next, snowshoe past Crater Lake toward our final destination at Overlord - a majestic peak overlooking the trailhead on the shore of Cumberland Sound. (Approximate daily travel = 15km)
Day 11 (April 11)	Local Inuit guides will take the team to the village of Pangiirtung by snowmobile for a celebration dinner. Visit with the CAF Pangiirtung Rangers.
Day 12 (April 12)	Culture day. Pangiirtung Art Co-operative Tour.
Day 13 (April 13)	Contingency day.
Day 14 (April 14)	Team flight back to Ottawa. Expedition ends. Personal flights home.

GENERAL DETAILS AND REQUIREMENTS *Please note details are subject to change*

Availability: Participants must be available during the following dates:

- Training Camp: November 23-25, 2018, Gravenhurst, ON. Training camp will provide necessary skills required for all participants. Participants will be responsible for getting themselves to/from training camp OR to Toronto for group transportation.
- Expedition: April 1-14, 2019, Baffin Island. Participants will be responsible for getting themselves to/from Ottawa.

Fundraising Goal: In addition to the participant fees, each civilian team member is responsible for fundraising \$50,000 per person. True Patriot Love will provide full support to participants in the form of fundraising materials and strategic support. *(Note: participants cannot fundraise for the participant fee).*

Medical Requirements: This is a physically demanding experience. Participants must complete a medical screening, receive written approval from their doctor, and sign a waiver in advance of the training camp.

Mentorship Program: Civilian participants will take part in a mentorship program in which they will work directly with currently serving and Veteran members of the expedition team to provide guidance and support with their individual transition goals.

Filming and Media: Participants must be comfortable with the presence of photographers, film crew, and/or members of the media at training camp and during the expedition. From time to time, media outlets may request interviews or photos from select participants. *(Note: participation does not guarantee film/photography elements following the expedition).*

Alcohol: Alcohol will not be permitted. This expedition will be dry (Pangnirtung is a dry community).

PARTICIPANT FEE – \$15,000

Includes	Does Not Include
<ul style="list-style-type: none"> • Training camp fees, guides, and group camping equipment (excluding personal gear) 	<ul style="list-style-type: none"> • Round-trip airfare to and from Toronto for training camp (if required)
<ul style="list-style-type: none"> • Training camp accommodations and meals 	<ul style="list-style-type: none"> • Round-trip airfare to and from Ottawa for the expedition (if required)
<ul style="list-style-type: none"> • Experienced guides at training camp and on the expedition 	<ul style="list-style-type: none"> • Personal expedition clothing and personal specialized gear (sleeping bag, snowshoes, etc.)
<ul style="list-style-type: none"> • All transportation detailed as part of the expedition itinerary 	<ul style="list-style-type: none"> • Personal items
<ul style="list-style-type: none"> • All meals within the dates of the expedition as identified in the itinerary 	<ul style="list-style-type: none"> • Excess baggage charges (if applicable)
<ul style="list-style-type: none"> • Accommodations throughout the expedition including a combination of hotels, lodges, and camping 	<ul style="list-style-type: none"> • Medical and evacuation insurance (required for each member)
<ul style="list-style-type: none"> • All group camping and cooking gear 	<ul style="list-style-type: none"> • Trip cancellation insurance (if desired)
<ul style="list-style-type: none"> • Guides will be equipped with weather reports, navigation systems, communal satellite phone (for emergency use only), GPS, etc. 	<ul style="list-style-type: none"> • Tipping for guides – at the discretion of the participant
<ul style="list-style-type: none"> • Comprehensive first aid kits and trained wilderness first responder guides 	<ul style="list-style-type: none"> • Alternative food and beverages throughout the training camp and expedition
<ul style="list-style-type: none"> • Team welcome dinner and completion celebration 	<ul style="list-style-type: none"> • All expenses incurred in the event of early departure or significant delay before, during or after the training camp and/or expedition (evacuation fees, transportation, extra hotel nights, etc.)

To reserve your spot please submit a non-refundable deposit of \$7,500. The balance of your expedition fees will be due on December 15, 2018. A tax receipt will not be available for participation fees.

Spaces are limited! To reserve your spot, please contact:



LAURA HEARN

VP, Corporate Partnerships, Marketing & Events
 True Patriot Love Foundation
 647.213.4631
 lhearn@truepatriotlove.com

FREQUENTLY ASKED QUESTIONS

Below are answers to the most frequently asked questions about the True Patriot Love Women's Expedition: Baffin Island 2019.

Q How long will we snowshoe each day?

A. On average, we will snowshoe 6-8 hours, approximately 15-20 km, each day. This doesn't sound like much, but with the ever-changing weather and terrain, it will feel like much more.

Q How will we carry our personal gear, food and equipment?

A. You will be responsible for pulling your own sled, which will contain your personal gear, food and other equipment. Your sled will weigh approximately 30 kg (65 lbs). There will be snowmobile support to transport some of the heavier items such as tents and other group gear.

Q What will the daily meals look like?

A. Breakfast will be oatmeal with fruit and nuts, as well as hot chocolate, tea and coffee. Lunch will mainly consist of GORP trail mix (granola, oats, raisins and peanuts). You may also choose to have a thermos of soup or tea to sip throughout the day. Dinner will begin with an appetizer of salamis, cheeses and crackers. The main course will be a freeze-dried camp meal. There will be a vast selection from which to choose. They will be sampled at the training camp to determine which meals are the most popular with the team.

Q What is the level of physical difficulty for this expedition?

A. This will be a moderately difficult trip. You will need to pull a sled across rough terrain, in the cold and wind for

6-8 hours each day. Physical training before the expedition will be key to helping you succeed.

Q What is the temperature on Baffin Island in April?

A. Temperatures will range from -5°C (a warm day) to -25°C (a cold day). The wind will make it feel 10-15°C colder, and you can expect to have wind most days.

Q What do we do in case of an emergency?

A. There will be snowmobile support throughout the expedition, including the extremely remote areas. Any team member can be evacuated within hours, in the event of a medical emergency. All guides are trained in first aid and equipped with a satellite phone. We will also have a team doctor on the trip who is trained in both physical and mental health.

Q Will alcohol be allowed on the expedition?

A. No, this is a dry expedition.

Q What type of gear will I need?

A. True Patriot Love will provide participants with a specific itemized gear list for this expedition. It will include:

- Technical gear (snowshoes, poles, bindings, etc.)
- Clothing and accessories (parka, insulated pants, backpack, etc.)
- Footwear (expedition boots)
- Camping gear (sleeping bag, sleeping pad, etc.)

We will provide examples and suggestions for each required item.

HOW WILL I STAY CONNECTED?

Q What if there is an emergency at home while I'm on the expedition?

A. Should an issue arise at home while you are on the expedition, we encourage family members and/or friends to contact True Patriot Love staff. We will provide you with their names and contact information. Our staff will be able to contact the expedition guides and work with them to determine the best course of action should you need to discontinue the expedition.

Q How will my family know I am safe?

A. Prior to the expedition, you will submit the contact information of up to five friends and family members who you would like to keep in the loop while you're on the expedition. We will send email updates to them approximately every 2-3 days. True Patriot Love staff will be in contact with the guides as frequently as possible. Should any issue arise while you are on the expedition, our staff will contact your family immediately and work with them to determine the best course of action.



TRUE PATRIOT LOVE WOMEN'S EXPEDITION:
BAFFIN ISLAND 2019