



# THE AMBASSADOR



## BOLIVIA:<sup>3</sup> THROUGH A DIFFERENT LENS

Re-live Expedition Bolivia from the perspective of a team of videographers!

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i2P Gear is here!

**Annual Report Now Available!**

Download the 2010 i2P Annual Report from [here](#) today and learn all about the great stories and details of the past year!



Hey Everyone!

As usual, it's been a pretty busy time around i2P HQ! Since our last edition, we completed Expedition Bolivia, wrapped-up all post-Expedition activities, and then got right to work on the upcoming Youth Ambassador Expedition to India. Ray and I have been working closely with current partners and sponsors, while at the same time welcoming some new additions to the group! Top of the list is Tribe Medical - a group of people that truly believe in the i2P message and we are very excited and grateful to have them aboard! (to learn more, please have a look at their website - [www.tribemedical.com](http://www.tribemedical.com)) A couple of other new additions we want to welcome to the team are Trekkkit, and iStabilizer - you'll be getting to know these partners and their gadgets a lot better in the coming months!!!

Another very exciting summer development was the launch of i2P technical gear! We had a pilot program for pre-orders and many of you responded in a big way; We are absolutely thrilled with the quality of the gear and we hope you are too!!! Please send us your favorite photo in the gear (with a brief description) and we will post them on Facebook, our i2P website, Annual Report, etc. For those of you who missed the first order (or those who want to order more),

there will be another opportunity toward the end of winter/early spring. Stay tuned!

Speaking of our i2P Annual Report, we have just finished the 2010 report and it is now available on our website (better late than never)! If you're looking to learn a little bit more about i2P and the people behind the scenes, please download it and have a read. Ray and I would also like to give a special thanks to Todd Shannon for all of his hard work on the project! Thanks Todd!!

India is fast approaching and I hope everyone will tune in. We have an exciting expedition with an absolutely world-changing educational program planned. We are covering the topic of World Health with a focus on Access to Health Care. Dr. Affleck and his team are taking an in-depth look at how each and every individual can affect the state of health care around the world. In fact, we are challenging students to do just that!

Enjoy the newsletter and thanks for the support!!!

Ray and Bob

# impossible2Possible HIGHLIGHTS



As a videographer by trade, I've become accustomed to seeing my surroundings through the lens of a camera. This job has taken me to exotic places and allowed me to rub elbows with interesting people. I admit I was pretty psyched when I got word that a coworker and I would be sent to Bolivia to shoot a video series. It wasn't until I learned about i2P (and their mission) that I realized this project was going to be something special.

Here's what I knew prior to the trip. Impossible2Possible selected five Youth Ambassadors to push themselves physically and mentally. In this case it meant running 200km across foreign terrain. Known for its salt flats, high altitudes and expansive deserts, Bolivia seemed like an environment that would definitely push the limits of a typical expedition. According to Ray, cofounder of i2P, there was a good chance some of the kids wouldn't finish due to the country's extreme conditions. The elevations would reach up to 14,000 ft. Nights could reach negative degree temperatures. No luxuries such as hotel beds and showers. For storytelling purposes, this was the ideal situation for producing a video. My fellow videographer and I both knew the foundations were already laid out for us. Three things could be guaranteed for the cameras: excitement, pain and drama. Perfect.

Upon meeting the Youth Ambassadors, I had my own presumptions of who would sign up for an expedition like this. Ultra-marathon runners. Travel addicts. Those who lack pain receptors... But who I met were five regular kids, ranging in ages from 16 to 22. Only two or three had a running background. Some had very limited traveling experience and

one even admitted to never having left Canada. Each had their own reasons for participating but they all had one thing in common. It was clear they were all excited. I wondered how long it would take for that excitement to turn into regret.

To explain in detail what exactly happened during the expedition would be doing myself an injustice. I'm a videographer. Stay tuned for the video. What I *can* say is these kids blew me away. The physical challenges that were overcome were one thing. The mental obstacles they had to endure is what truly amazed me. The physical hardships are foreseeable when the goal is to run the equivalent of a marathon a day for six days. That is to be expected. But the spectrum of emotions each of them experienced is beyond anything I could have imagined. It was a learning experience for them. When faced with finishing the expedition or not, they were all required to introspectively ask



Zach and Chris  
in Bolivia.



whether they had the mental capacity to do so. It wasn't until the hardest day of the expedition (the fourth day or fifth day), they all realized that individually they didn't. The bond created between them was what will get them through to the end.

Not long after the ambassadors crossed over the finish line hand-in-hand, I realized these were not the kids I remember before the expedition. Though I could still sense the same air of excitement lingering within each one, there was something new. During interviews about their experiences I noticed common themes threaded in all of their stories. Confidence. Pride. Teamwork. Self-awareness. World-awareness. I understand now why i2p chose these ambassadors. i2p hopes to build leaders. Each of them all had the foundations of leaders and through completing the expedition they are now aware of their potential to make a difference.

It was truly a privilege to be able to help Impossible2Possible document their journey with hopes that anyone who sees the videos will be inspired to support their cause. Thanks to Ray Zahab, Bob Cox, the i2P team for the opportunity!

**Chris Tran & Zach Shields**  
Videographers, Cantaloupe.TV

Chris and Zach were filming the Youth Ambassadors and i2P Team throughout Expedition Bolivia for a documentary film.

# impossible2Possible HIGHLIGHTS

Have you ever wondered just how far one small act of courage goes? To quote Robert Kennedy, "It is from numberless diverse acts of courage and belief that human history is shaped. Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against influence, he sends forth a tiny ripple of hope." The efforts of i2P Youth Ambassadors have travelled far distances, inspiring so many to reach beyond their limits and achieve what they thought impossible - sometimes even i2P's own.

From the plains of Saskatchewan, 17 year-old Brandon Sand of Expedition Bolivia was faced with one of the biggest challenges of his life. At 14,000 feet of altitude in the Altiplano of Bolivia, Brandon and a team of Youth Ambassadors ran 200 kilometers in just a week, something few would even say possible. Sharing his experiences day-to-day with thousands of students around the globe, and even his First Nations community, Brandon finished the expedition with a personal realization that we are all capable of achieving the extraordinary. From the encouragement of his community, his expedition teammates and support crew, Brandon's courageous journey across the Bolivian terrain then transcended into a catalyst of inspiration for Ray Zahab, as he began his 300 kilometer off-road run across Death Valley just a few months after.

Starting from the edge of Death Valley, Ray & Will Laughlin encountered navigational issues almost immediately. The terrain was

incredibly challenging, they experienced temperatures reaching 127F, and they ran into dehydration problems. However, due to inspiration that Ray chronicled [here](#) for the Huffington Post, they persevered. The Death Valley Expedition took a total of 4 days and 15 hours to complete. Ray and Will battled miles of intense heat, uneven salt flats and off-road rocky terrain along the way - becoming the first humans to run across Death Valley solely off-road.

Lastly, i2P is pleased to announce the release of several new resources and tools for schools, students, and the general public alike to use and to learn more about i2P. The resources detailed below are available to download from the i2P website - please enjoy and share!

**Poster** - Optimized to be printed on 17" x 22" paper, and looks great on a wall.

**Brochure** - A tri-fold brochure discussing the i2P Experiential Learning Programs and Educational resources.

**Videos** - An introduction to i2P, a look at Experiential Learning in action, a promo for India, and a Gatorade "Beyond Boundaries" piece focused on pushing limits.



i2P Poster



i2P Brochure



Videos and Resources



EXPEDITION PREVIEW

# २०११ निर्वास youth expedition

DETAILS

**i2P**  
impossible2Possible





The Thar Desert is known for three distinct regions, *the Thar* - with Sand dunes eclipsing 150 meters, *the plains*, and *the Aravalli range* - with peaks topping 1700 meters. The i2P Youth Ambassador team will run approximately 250 kilometers in this vast expanse near the northwestern edge of India, bordering on Pakistan.



## i2P MISSION & VISION

The **mission** of Impossible2Possible (i2P) is to use the platform of adventure and technology to educate, inspire, and empower the global community to reach beyond their perceived limits and make positive change in the world.

The **vision** of i2P is to cultivate a generation of leaders who, through direct experience, education and the use of groundbreaking technology, are prepared to pioneer social and environmental action throughout the world.

## INDIAN YOUTH EXPEDITION: थार तेडडर

In the fall of 2011 the Impossible2Possible Youth Ambassador team will travel to Rajasthan, the largest state of the Republic of India. The 5th stage of the i2P World Expedition Series will spend 10 days running through the Thar Desert - also known as the "Great Indian Desert". It is the world's seventh largest and one of the most inhospitable deserts on the planet.

The i2P Youth Ambassador team will run approximately 300 kilometers in this vast expanse near the northwestern edge of India, bordering on Pakistan. The Thar Desert is known for three distinct regions, *the Thar* - with Sand dunes eclipsing 150 meters, *the plains*, and *the Aravalli range* - with peaks topping 1700 meters. This diverse and contrasting landscape will ensure that this i2P Youth expedition will be the toughest to date, and will require incredible preparation to ensure a successful expedition through this awe inspiring landscape.

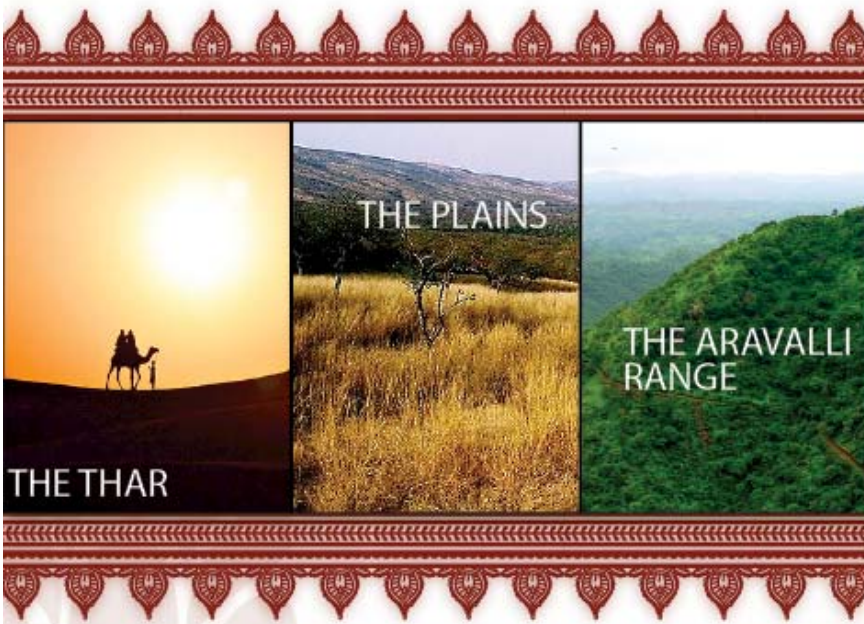
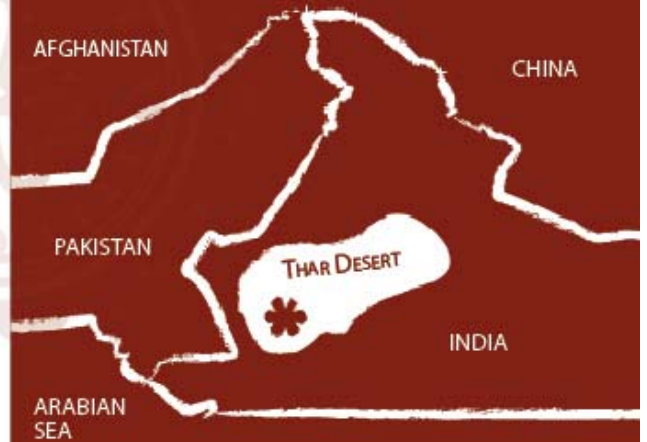
The 2011 India Expedition will demonstrate once again why the i2P Education Resource program has been touted by Apple Distinguished Educators as truly, "21st Century learning," and "ground breaking". The i2P web-team will be utilizing streaming video during the expedition to allow students direct communication with the Youth Ambassador team as they traverse this varied and diverse eco-region.



# expedition info

I2P's Educational Coordinator, Dr. Ewan Affleck, will again team up with educators, scientists, and advisers to create a captivating curriculum centered on "World Health." The program will include a complete look at the sustainability of health care around the world, with a focus on the differences in health service in India, the United States and Canada. The experiential learning program has proven extremely successful for teachers and students alike.

The four I2P Youth Ambassadors will be the direct conduits of information back to thousands of students following intently from around the world. The four Youth Ambassadors will once again be the lead researchers for an experiential learning program like no other on the planet.



Join 16,000+  
Students &  
Follow Along  
FALL 2011

vimeo



As with all I2P **Experiential Learning Programs**, Expedition India will partner with some of the best organizations and experts with knowledge about the World Health theme of the expedition. In the case of Expedition India I2P will partner with hospitals, health agencies, and individual experts in the field of health and wellness.

**WHY HEALTH?** According to the United Nations health care is a human right. Yet millions around the world have no access to health service. Economies around the world are struggling to maintain health services. Sustainability of health service is an issue that affects all citizens of the world. North America is facing an obesity crisis, and we want to **encourage students to be active and healthy.**

**WHY INDIA?** India is home to one of the world's fastest growing economies and over a billion people - factors that greatly constrain its ability to offset deep contrasts in living standards. While India boasts some of the most advanced health facilities in the world. The Times of India estimated that nearly **one million Indians die** every year due to inadequate access to healthcare services. The massive population and great disparity in wealth accentuate most of the issues that threaten access to world health today.

#### PROJECTED PARTNERS\*:

##### Agencies:

- World Health Organization;
- Simon Fraser University;
- University of Toronto; and
- UNESCO.
- The Alicia Keys Foundation;
- Keep a Child Alive;

##### Experts:

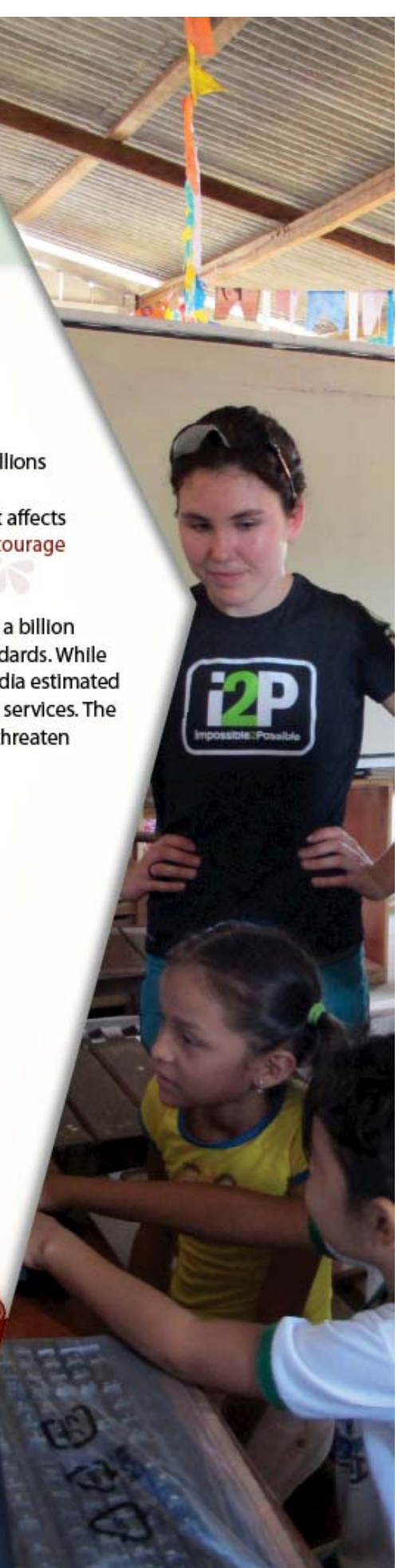
- Dr. Ewan Affleck - Medical Director, Yellowknife Health and Social Services; Clinical Director, Family Medicine at Stanton Territorial Hospital;
- Dr. Rahul Khosla - Emergency Medicine Specialist, Anesthetist, Certified Tropical Medicine;
- Dr. Greg Wells, Phd. Human Physiologist, Exercise Medicine Scientist, Toronto General Hospital;
- Dr. Shawn Cooper, DO, Pediatrician - Penn State Children's Hospital.
- Multiple Apple Distinguished Educators.

\*Note: This is not an exhaustive list. More partners, experts and agencies will be confirmed shortly.


“ Simply amazing; the people; the place, the adventure have all changed me in infinitely positive ways. I will now live with increased confidence, heightened respect, and a new found love and enjoyment of the great world around me.

- Amanda Cobbs-Russell  
i2P Youth Ambassador  
Baffin Island Expedition, 2009

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## EXPEDITION FEATURES



**SCIENCE OF THE RUN:** Greg Wells, Ph.D. will investigate the influence of exercise on physiology and its effect on human health during the expedition. Also, during the expedition Dr. Wells will lead participating schools in projects such as Body Mass Index (comparing India with North America), and the education team will lead studies on the variation in world health costs and new innovations in technologies that improve access to health care.

Dr. Wells is a scientist and physiologist specializing in health and performance in extreme conditions. Most recently, Dr. Wells was the host of the Gemini Award winning "Superbodies" segments for Canada's national Olympic broadcast and the on camera sport science and sport medicine analyst for the CTV Broadcast Consortium, ABC News, and ABC's 20/20 during the 2010 Vancouver Olympics.

**WEB BASED RESOURCE CENTER:** Impossible2Possible will build a *Resource Center* tailored to the I2P content. This *Resource Center* will act as a primary landing page for participating students and the wider interested audience. This informational access tool will allow the viewing audience an increased level of interaction with the expedition.



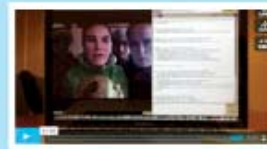
VIDEO/PHOTO JOURNALS



LIVE TRACKER



FACEBOOK/  
TWITTER



LIVE VIDEO  
CONFERENCING



EXTRAORDINARY  
ACTS



**EXPERIENCE THE EXPEDITION:** A live and interactive website is the portal to every Impossible2Possible Expedition! With each new project our dedicated team of volunteers works very hard to provide new and improved features. All content is free, and schools have access to all content at no charge- including live video conferencing during the I2P Expeditions. For weeks leading up to Expedition India, video, photos, social media and blogging will be updated daily. Every minute during the Expedition, Youth Ambassadors will film and photograph the Expedition from their perspective and everything they experience while on their journey.

This content is updated at least once a day (and sometimes) more on the I2P homepage, and partner sites like Outside Online and CNN will provide an update on the Expedition a handful of times during its duration.

**APPLE EDUCATION:** Since the early stages of I2P, Apple Distinguished Educators (ADE's) have played a key role in our Experiential Learning Programs. With their active participation and generous support everyone involved has experienced great success. For Expedition India, Apple Education and impossible2Possible have partnered in an extraordinary Challenge Based Learning project that will see participating students from around the world tackle the global issue of access to health care. The object is to see these motivated students come up with real world solutions to this real world issue.

SCHOOL REGISTRATION NOW OPEN!

## REGISTER YOUR SCHOOL AT:

<http://i2p.force.com/IndiaSchoolRegistration>

“

*i2P provided a real-world connection to our curriculum learning that as a teacher you are always striving to create. We were able to apply what we were learning to the real world as we learned about it! Being part of the i2P community was enormously motivational and demonstrated to me and my class that anything is possible with determination!*

*- Shelley Steadman  
MacLachlan College  
Oakville, ON*

”

“

*Changing the way we educate our children begins with providing unique, real-world experiences in the classroom; Providing opportunities that our students can take ownership over, integrate technology and create meaningful projects. Southside Elementary's 5th grade students worked collaboratively to create podcasts which were aired on the local radio station, and technology to create posters to advertise their podcasts. Being able to witness the collaboration between our students and the i2P team brought everything to life. Thanks for the amazing experiences!*

*- Kathy Hobbs, Lisa Gault and Dan Wells  
Southside Elementary School  
Starke, FL*

”



Doc Affleck & George Agnes performing an Experiment in Bolivia

According to the United Nations:

*"Everyone has the right to a standard of living adequate for the health and well-being of him/ herself and of his/her family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment, sickness, disability, widowhood, old age or other lack of livelihood in circumstances beyond his control."*

(see: Article 25 of the U.N. Universal Declaration of Human Rights)

In partnership with Simon Fraser University and the Apple Challenge Based Learning Program (see: <http://www.apple.com/education/challenge-based-learning/>) i2P will visit the country of India in order to examine the topic of World Health.

India is home to over a billion people, and a land of deep traditions and remarkable contrasts that are born out in the health sector. While India boasts some of the most advanced health facilities in the world, The Times of India estimated that nearly one million Indians die every year due to inadequate access to healthcare services. The massive population and

great disparity in wealth accentuate most of the issues that threaten access to world health today.

During Expedition India i2P will investigate six universal themes in World Health:

- 1. Health & Population**  
A discussion on how the world population explosion is straining access to health care.
- 2. Health, Exercise & Nutrition**  
The impact of exercise and nutrition on improved health status.
- 3. Health & Wealth**  
The impact of wealth and poverty on access to health care.
- 4. Health & Government**  
The manner in which different governments around the world provide health care.
- 5. Health & the Environment**  
The impact of the environment on world health.
- 6. The Future of World Health**  
A look at the future of healthcare and how services around the world can be sustained.

# THE GLOBAL PARTICIPATION

## CURRICULUM PREVIEW

To assist in the exploration of these 6 themes participating schools will be asked to answer the questions listed in the table below. Answers from participating schools will be compared to data from India and around the world. The data will be graphed and presented on the Expedition India website.

1. What is the cost of the delivery (birth) of a healthy child at your local hospital?
2. How many cases of TB (tuberculosis) were there in your community?

1. Who should be responsible for assuring that the citizens of your community have health coverage?

- a) The government
- b) The private individual
- c) The employer
- d) Other

1. Submit the average amount of physical activity the students in your class do in a week (hours/week). Physical activity is defined as bodily exertion that results in the development or maintenance of physical and mental We will compare these results from the schools that are following the expedition and compare them to students in India.

1. Submit number of doctors/population in your community. This will be compared to the doctor/population ratio in participating communities, in India and around the world. The expedition team will record this ratio for communities it passes through on the expedition.
2. Submit number of births a week at the hospital in your community. This will be compared to birthrates in participating communities in India and around the world.

1. What percent of your class members have been vaccinated for polio?
2. Does the hospital located nearest to your school have Picture Archiving and Communication System?

1. What percent of students in your class have asthma?
2. What is the source of the water that you drink?
  - Tap (municipal water)
  - Store
  - River / lake / stream
  - Well



Students participating in the Expedition Bolivia curriculum.



# YOUTH AMBASSADOR REPORT

Running a marathon a day for a week is no small feat for anyone, including world-renowned ultra runners like Ray Zahab, and for i2P Youth Ambassadors the challenge seems like something out of this world! After all, there is nothing physically incredible about them.

Meet 21 year old Jessica Kenny. At 4'11" she isn't exactly what you think of when you think marathon runner. But Jess has been training her butt off since July for Expedition India, and there is no doubt in her mind that she will be capable of the grueling, long, hot days in the Great Thar Desert. And she will do it all with a smile on her face.

With a background in sprinting, Jessica had never really run longer than 400 m until last January when she started training for her first half marathon. At the time she would dread her training runs and use her ipod to keep her going. She admits that starting the training program for India would have been a lot more challenging had she not already been running. As the summer progressed running went from being a struggle, to a way to relax and has even grown into a passion. Jess no longer needs her iPod to keep her motivated; the thought of running with the other three amazing youth ambassadors has taken over that job!

The biggest challenge that she has had is finding enough time to fit everything in. Being in her last year of college, training for India, running track, cheerleading, doing home work and fitting in a few volunteer commitments doesn't exactly leave a

## EMMA COOK-CLARKE

An all-round athlete from Calgary, Alberta, Emma will attend the University of Calgary in 2012. She dreams to help change lives for the better by promoting healthy lifestyles.



## JESSICA KENNY

Jessica is a senior at Lake Erie College, majoring in Biology and Pre-Nursing. She is an avid volunteer and cheerleader, and one day hopes to go into Pediatrics - in the field of Hematology + Oncology.



## HARSHVEER SINGH SALUJA

Harshveer is from Ranchi, India. He is a graduate of the Business Admin program in Mumbai, and one day hopes to be an entrepreneur. Harshveer also enjoys a healthy lifestyle and plays many sports.



## PATRICK DOUGHTY

A junior at the University of Wisconsin, Patrick is majoring in Construction Management and International Business. He is a tri-sport athlete and is well travelled (he is inspired by other cultures).





# i2P impossible2 PROFILE

A look at people  
in the i2P Family  
who are doing  
the extraordinary.

## i2P AMBASSADORS WHAT ARE THEY UP TO NOW?



Amazon 2010

JESSIE  
LILLY

**PERSISTENCE  
PAYS OFF!**

Jessie Lilly, a Youth Ambassador for the Amazon Expedition in 2010, has persistence in everything she does; including applying to be a Youth Ambassador. When her application was not chosen the first time, she tried again until she was successful. This persistence resonates in all areas in her life, and definitely has benefitted impossible2Possible.

After graduating from high school this past June, Jessie moved to Edmonton, to pursue her post secondary studies in sciences and political science as well as test her limits in athletics. She is training for junior elite triathlon, as well as running with the University of Alberta cross-country team. Although moving to Edmonton was a big leap, she hasn't regretted it for a minute. "I am now training 7 days a week with a very supportive team, and a coach who really understands the true needs of each individual athlete. I am certain that my times will improve dramatically this year." She finished the season ranked 13<sup>th</sup> in triathlon, but is looking forward to next season with the goal of moving into the top five. The mental toughness that she learned in the Amazon will be sure to come in handy while she works towards that goal.

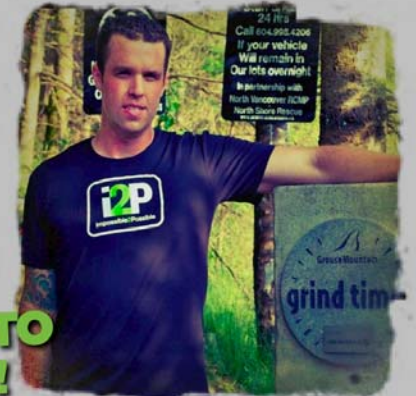
Over the summer, Jessie was also busy recruiting schools to follow the India 2011 Expedition. In Edson, where Jessie is well known in the community, it was relatively easy to contact schools and youth groups. Edmonton, however, presented more of a challenge, but Jessie's persistence paid off once again. "I just stayed persistent and knew that someone would hear my message and be intrigued to learn more! What happens is when one school finds out they want to spread the message". Jessie also worked hard to help fellow alumni to inspire their own communities to get involved.

Jessie is an ever-present example of why persistence pays off, and impossible2Possible is extremely lucky to have this incredible young woman keenly dedicate her energy to the organization!!!

i2P Education Team

JORDAN  
THOMS

**DESIRE TO  
INSPIRE!**



When Jordan heard a friend talk about seeing Ray Zahab speak in their Sport Psychology class several years ago, he was instantly intrigued. "At the time I was extremely interested in the human brain and its capacity to control basically everything we do in life...". A few Internet searches later, he found Ray's book "Running for my Life", read it and sent Ray an email just to say he was inspired. In true Ray fashion, Jordan got a quick reply ending with "Call me tomorrow" and a few dozen exclamation marks.

Today, Jordan is an integral part of the organization, as well as one of our Inspirational Ambassadors. Jordan is a dynamic, motivated, and dedicated volunteer who is full of innovative ideas, passionate about the impossible2Possible message, and enthusiastic to do everything he can to help out.

Like Ray, Jordan didn't start running until his twenties, and after a somewhat disastrous first marathon experience, he was keen to dedicate himself to fixing what went wrong; part of which was the dedication to training itself. Now, he continues to run, as well as participate in other sports. Jordan embraces Ray's famous saying; "It's 90% mental, and the other 10% is in your head" and applies it to not only his athletics, but also his career and volunteer commitments.

Jordan has turned his passion for the arts; the idea of creating something from nothing, into a series of short promo videos and slideshows that showcase the i2P message. These arm Ray and Bob, the Education and Logistics team, the Youth Ambassador Alumni and teachers all over the world with resources to share the i2P message. In fact, from a recent team meeting, Jordan was summed up to "Continue kicking butt and creating resources". When asked what his title with i2P is, Jordan didn't even know if he had one. But between working on the Education and Logistics team, helping with the day-to-day operations (just the other weekend he took the day to package up and send out the new i2P gear!) and spearheading the creation of multimedia resources, Jordan's title should probably be 'Director of Kicking Butt and Getting Stuff Done'!

# i2P impossible2 ROFILE

A look at people  
in the i2P Family  
who are helping us  
do the extraordinary.

## SPONSORS & SUPPORTERS



## CANADA GOOSE

### DRESSED FOR SUCCESS



For impossible2Possible (i2P), being that we're non-profit, sponsors are quite literally what allows us to run our programs. They are the lifelines that keep us afloat.

Canada Goose has been a Canadian owned and operated extreme outerwear manufacturing company for over 50 years. At Canada Goose, they believe in producing the best possible product, jackets that will thrive in some of the world's most harsh environments, from the frigid terrain of the South Pole to the deadly wind and snow atop Everest. It's no wonder that when Ray approached them prior to his South Pole Expedition, they were keen to jump on board. Ray needed the best equipment in order to perform in one of the toughest environments in the world, and Canada Goose was up to the challenge.

Since then, Canada Goose has become a major sponsor of i2P, and provides gear for all of the youth expeditions while continuing to support Ray's solo treks. While it may seem counterintuitive that Canada Goose jackets are needed for desert crossings, they are in fact essential. The contrast in temperature between the day and night in places like the Sahara desert make it necessary to bundle up at night.

Canada Goose believes in promoting global environmental consciousness. This concern for the environment makes i2P a natural partnership, not to mention that they make it their purpose to test the limits of their products in the most rugged environments in the world. At i2P we are also promoting global citizenship and limit testing, except that it is our bodies that we are testing against challenging environments. "My favorite part of working with (Canada Goose) is working with a group of people that truly cares about the i2P mission... Every time I have ever called them, no matter if it was a purely business matter, or just a random question, they have always been there to help" says Bob Cox of the partnership.

Canada Goose is a truly a multi-faceted sponsor. Beyond providing stock gear for all expeditions, they work with Ray to create custom gear for his adventures and promote our message with their distributors all over the world. On top of everything, they provide us with significant monetary support and believe strongly in our mandate. We couldn't ask for a better company to work with!



# THE AMBASSADOR

## EDITORIAL TEAM

### Comments? Questions? Suggestions?

If there is anything you'd like to see in "The Ambassador", or if you would like to learn more about i2P, please contact Matt Howe at [mhowe@impossible2possible.com](mailto:mhowe@impossible2possible.com).

Editors in Chief: <b>Bob Cox &amp; Ray Zahab</b>	Writer/YA Coordinator: <b>Jill Gilday</b>
Editor: <b>Matt Howe</b>	Marketing/Layout: <b>Todd Shannon</b>
Content Coordinator: <b>Jordan Thoms</b>	Content Coordinator: <b>Adriana Rossi</b>



Join our mailing list at <<http://i2p.force.com/TheAmbassador>>.

## impossible2Possible

“ADVENTURES THAT **INSPIRE** AND **EDUCATE** YOUTH TO **PROTECT** THIS FRAGILE PLANET AND ITS PEOPLE”

**i2P Mission** - The mission of impossible2Possible (i2P) is to use the platform of adventure and technology to Educate, Inspire, and Empower the global community to reach beyond their perceived limits and make positive change in the world.

**i2P Vision** - The vision of i2P is to cultivate a generation of leaders who, through direct experience, education and the use of groundbreaking technology, are prepared to pioneer social and environmental action throughout the world.

Before action and change must come education and awareness. Through a 21st century education program grounded in experiential learning and reciprocal communication, i2P makes use of

television, film, the internet, and other groundbreaking new media to deliver social, environmental, historical, cultural, and scientific issues from around the world directly to the classroom.

All i2P programs are subsidized by our amazing corporate partners, generous donors, and grant makers. This funding enables i2P to offer everything we do at no charge to schools, Youth Ambassadors, or the at large viewing audience. We are always looking for support and if you would like to donate, please visit <http://impossible2possible.com/?s=support>.



Ray Zahab speaking to a group of educators at the many educational conferences he attends annually. i2P continues to grow with the number of schools, teachers and students participating in their amazing expeditions and Experiential Learning Programs.

