

«THE NORTH PÔLE BREATH»

TEAMWORK & EXPERIENCE ARE KEY

April, 2009

SGS Life Science Services

Clinical Research

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WHEN YOU NEED TO BE SURE



NORTH POLE MARATHON: WORLD'S COOLEST MARATHON



Five members from the Michel family team up and challenge the most extreme running race to support the cystic fibrosis association.



AN “EXTREME” CHALLENGE FOR A GREAT CAUSE

- An uncommon adventure : **THE NORTH POLE MARATHON**
- A common cause : **DEFEAT CYSTIC FIBROSIS**
- A family’s motivation : **HELP 9 year old Marine**



THE ULTIMATE RACE: « WINNING IS AN ATTITUDE »

- 42,195 km in the North Pole in - 30 °: the coldest race in the world recorded into the Guinness book
- An international event : 15 nationalities
- The official website www.npmarathon.com



- The association: « Vaincre la Mucoviscidose » - Fight cystic fibrosis
- International reputation
- A publicly recognized nonprofit organization
- Authorized to receive funds & donations- 95% of its resources are from donations
- Contributed to the medical research which improved patients life expectancy from 7 years to 46 years old !
- The official web site www.vaincrelamuco.org/



SHARING COMMON VALUES

- Competition → **Winning is an Attitude**
- Strong training and material testing → **Complete Trust & Quality**
- Team race → **Teamwork**
- Self respect and respect of the others → **Integrity**
- Respect the environment → **Sustainability**



COUNTDOWN FOR THE RUNNERS

- For several months : training & promotion
 - April 5 : departure from Paris to Spitsbergen (Norway)
 - April 6 : flight to the North Pole camp
 - **April 7 : North Pole Marathon start**
 - April 8 : return to Spitsbergen (Norway)
 - April 9 : Back home
- Physical recuperation time and communication

