



FIGHTING TO MAKE THE WORLD LESS BORING

## THE ICE RUN

### HISTORY

**Winter. Late February. 1984. Somewhere in southeast England after a rare overnight blizzard. A young boy named Tom Morgan is out exploring in the countryside with his imaginary friend 'Ricket Dude'. They make snow angels, hurl snowballs haphazardly at each other and skip, like lambs, through the crispy white stuff.**

It's not long before they come across a frozen lake. Marvelling at its icy surface, Tom tries to recreate the gold medal-winning routine his idols - Jayne Torvill and Christopher Dean - had pulled off so miraculously just a week beforehand. It doesn't go quite as well for poor little Tom.

He was pulled from the lake by a dog walker three and a half hours later and rushed to hospital. There, he had a good long nap, during which he had plenty of time to reflect on the situation. Upon awakening, the second thing to come out of his mouth after 'I think I've wet myself' was 'The Ice Run'. Of course, everyone thought he was referring to his accident, whereas actually, he was

hinting to what was one day to be the coolest event on the Adventurists Calendar.

Years later, after a semi-successful test run where nearly all of the team came back alive, it was time for the Pioneer Event in February 2012. It was a roaring success. The format was tweaked over the years and the mighty Lake Baikal card was played, meaning you'll now drive on the frozen surface of the world's deepest lake.

This is the Ice Run.

This is the ultimate test of your biking and adventuring prowess.



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## LONG BLURB

**Take the biggest chunk of Siberian ice there is, and try riding a monstrous Ural motorcycle the length of it. In winter. Invasive cold, biblical remoteness, and a vehicle so notoriously temperamental it makes John McEnroe look like the Dalai Lama.**

Skid, glide, stutter and fly on the frozen surface of Lake Baikal, often so far out you can't see dry land. With a surface of over 12,000 square miles and holding twice as much water as Lake Superior, Baikal holds a

deluge of hardships for you to overcome. If the winter is mild there will be surface water and cracks to navigate through and, sometimes, jump over.

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## SHORT BLURB

**The Ice Run is man and machine vs the elements. Take a vintage Russian motorcycle and sidecar and attempt to drive it the length of the largest freshwater lake on the planet. in Siberia. In winter. Invasive cold, biblical remoteness and a machine that was seemingly crafted from remnants of old tanks.**

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## TAGLINE

**“You, an antique Russian motorcycle and the deepest lake in the world”**



## Website

### Ice Run:

<https://www.theadventurists.com/ice-run/>

### The Blog:

<https://www.theadventurists.com/the-jibber/?category=Ice+Run>

## Tracking Map

(If a particular edition is not showing then it will appear closer to its launch)  
<https://blogging.theadventurists.com/map>

## Charity stats

To date, we're proud to announce that The Adventurists have raised over £7.5million for charity.

Read more here:

<https://www.theadventurists.com/saving-the-world/>

### Official charity partner:

<https://www.coolearth.org/@CoolEarth>

## Social Handles

@TheAdventurists

@IceRun

#TheAdventurists

#IceRun

#FightingToMakeTheWorldLessBoring

### Facebook

<https://www.facebook.com/icerun/>

### Instagram

<https://www.instagram.com/theadventurists/>

### Twitter

<https://twitter.com/theadventurists>

### YouTube

#### Ice Run:

<https://www.youtube.com/playlist?list=PLufMepaSGfc4ZULUSb5W0YkfNI9jv2OPQ>

### Flickr Gallery

<https://www.flickr.com/photos/adventurists/albums/72157650877883982>

All photos owned by the Adventurists. Credit goes to 'The Adventurists' and any photographer if they're named.

### WeTransfer

<https://theadventurists.wetransfer.com/>

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