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## **ANNUAL POLAR BEAR MIGRATION TO BE STREAMED LIVE**

*Organizations Partner to Bring People Up Close to Threatened Species*



RECENT SCREEN GRAB FROM LIVE VIDEO PLAYER

Churchill, Manitoba – Oct 26, 2011 – Every year an estimated 1,000 polar bears linger outside the small Canadian town of Churchill, Manitoba waiting for the Hudson Bay to freeze over. This year, a group of organizations are partnering to bring a front row view of the annual migration to anyone around the world with an Internet connection.

To promote the preservation of the species and provide a moving, educational polar bear experience online, explore.org, a philanthropic media organization, Polar Bears International, a leading organization focused on preservation and education surrounding the threatened species, and adventure company Frontiers North will be delivering live video feeds via the Web. To bring the bears to life online and in real-time, the groups have affixed high-definition cameras onto a roving Tundra Buggy® and along the edges of the Tundra Buggy® Lodge situated directly in the path of the age-old migration. The cameras launched today and will be in use through the migration season, which lasts from the last week of October through the end of November.

Those wishing to view the bears and other indigenous animals can watch the video players on explore.org and at polarbearcam.com during daylight hours. In addition, explore.org has created an interactive multimedia wall containing world-class photography and educational video clips [here](#).

“The polar bears are among the most magical of our planet’s endangered species, and much like the tigers of Africa, have come to represent the many consequences of global warming and industrialization,” said Charles Annenberg Weingarten, filmmaker and founder of explore.org. “By providing a window into their worlds, we are giving people a

chance to come together to cherish the bears and an opportunity to share their plight in a compelling way.”

Robert Buchanan, president and CEO of Polar Bears International, said that the project is a powerful way to inspire people to care about polar bears and their Arctic. “When you look into a polar bear’s eyes, it changes your life forever,” he said. “You want to do everything you can to save them.”

“Frontiers North is proud to help support the polar bear cam because, as stewards of this amazing resource, we understand not everyone has the means to experience polar bears in the wild,” said John Gunter, general manager of Frontiers North Adventures. “With the polar bear cam, all you need is access to the Internet. We hope this will inspire viewers in the same way seeing bears in the wild has inspired our guests.”

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[explore.org](http://explore.org) is a multimedia organization that documents visionary leaders from around the world who have devoted their lives to extraordinary causes. Both educational and inspirational, [explore.org](http://explore.org) creates a portal into the soul of humanity by championing the selfless acts of others. [explore.org](http://explore.org)’s growing library consists of more than 250 original films and 30,000 photographs from around the world. [explore.org](http://explore.org) showcases its work at film festivals, on over 100 public broadcast and cable channels, and on numerous online destinations including [explore.org](http://explore.org), Snag Films, Hulu and TakePart, featuring a wide range of topics—from animal rights, health and human services, and poverty, to the environment, education and spirituality. Delivered in short, digestible bites, [explore.org](http://explore.org) films appeal to viewers of all ages, from children learning about other cultures for the first time, to adults looking for a fresh perspective on the world around them.

Polar Bears International is the only nonprofit dedicated solely to the worldwide conservation of the polar bear and its habitat. They focus their efforts on research, education, and stewardship. Visit their [website](#), as well as their [Facebook page](#), to learn more about polar bears and how you can become involved.

Frontiers North Adventures is passionate about sharing the wildlife, history and culture of the North. Owners and operators of the Tundra Buggy® Adventure, Frontiers North has been providing expert-guided tours in Canada’s North since 1987 and is recognized as an international leader in sustainable tourism. In 2011 Frontiers North’s Tundra Buggy® Adventures were identified as a Canadian Tourism Commission *Signature Experience*, in 2009 as Skål International’s Ecotourism Operator of the Year, in 2006 by the Tourism Industry Association of Canada as one of the top three Sustainable Tourism Operators in the country, and in 2005 by Travel Manitoba as the top Sustainable Tourism Operator in the province. Frontiers North Adventures generates polar bear conservation awareness through their partnership with Polar Bears International.