

April 26, 2007



To: Mr. Ray Lilley, Associated Press

Dear Mr. Lilley

I am writing on behalf of Drive Around the World in response to your article entitled, "South Pole trip raises concern about commercializing Antarctica."

I understand and sympathize with concerns raised by Dr. Hemmings about the problems with increased tourism in Antarctica. In fact, we oppose exploitation of this precious land.

Our project, ZERO SOUTH (which is not a tourism-related activity) will do much less to encourage tourism in Antarctica than the rash of movies, rock videos, and 30 second advertisements that have recently used Antarctica as a backdrop.

ZERO SOUTH is a partnership of some of the world's top scientists, environmental leaders and institutions. It is a science education program that will illuminate the importance of replacing fossil fuels with alternative energy sources. It also will demonstrate the viability of these energy alternatives

Leading scientists from Caltech, JPL, and NASA, and partners that include The Climate Project, The California Space Education Workforce Institute, University of San Francisco, San Jose's Tech Museum of Innovation, City of Santa Monica, Google, Air Products, and Quantum Technology have joined together to develop this program. It focuses on imminent life and death issues faced by mankind and posed by the internal combustion engine. A documentary filmed by Chris Paine, director of "Who Killed the Electric Car?" brings these issues to the fore in an intelligent and non-alarmist way.

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You can never beat the human mind for coming up with a clever approach to solve problems.
Steve Wozniak

Following the 10-day traverse to Pole, a two-year traveling exhibition will send three vehicles to 1,000 locations throughout the U.S. to educate youth on global climate change, alternative fuels and the importance of our Polar Regions.

This exhibition does not promote tourism. Its purpose is to create 'enlightenment opportunities' that will inspire a new generation of scientists, engineers and explorers. I can say this with certainty because our project involves environmental leaders who are mindful of messaging that may promote tourism, and because we have submitted a proposal to the National Science Foundation whose merit review process and oversight will result in a salient activity.

Two years ago, I returned from a global expedition with concerns about the environment and I wanted to do something about it. I had seen my share of traffic and often think back to the numerous traffic jams I've seen in the world. Now when I sit in traffic, inching along moment by moment, my thoughts are quite different than those around me. I'm thinking about this same traffic that is clogging thousands of cities at this very moment: millions and millions of little fires burning.

I began to cast my net and found that adoption of alternative fuel vehicles represents a key solution area because so many of us drive cars. I spent a year talking to people about everything from hydrogen to batteries to bio diesel and then developed the ZERO SOUTH project as a creative response to what may be the most important issue that humanity has ever faced. I have dedicated three years of my life to this issue and involved some of the finest institutions and individuals to ensure we conduct a responsible program.

Please contact me directly if you require anything further.

Warm regards,

A handwritten signature in black ink that reads "Nick Baggarly". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

Nick Baggarly

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