



2024 | The crossing of Canada's territories

THE 2024 EXPEDITION

In May 2024, the AKOR expedition team will undertake the crossing of Canada's territories, from the Yukon-Alaska border to the east coast Baffin Island, in Nunavut.

Never attempted before, this daring journey will last 6 months without interruption, and will take place entirely north of the 60th parallel. A refreshing and creative journey, by bike, canoe, sailboat and hike, far from the well known and documented routes.





5400 KM TO COVER

The adventurers will first hop on their bicycles and pedal from the western border of Yukon to the mouth of the legendary Nahanni River.

By canoe, they will then cross the Northwest Territories and part of Nunavut to reach the geographic center of the country, as well as Hudson Bay in the Arctic Ocean.

The adventurers will then leave the mainland by sailboat and cross Hudson Bay and Hudson Strait to reach the community of Pangnirtung on Baffin Island.

The AKOR crew will conclude the crossing of the territories by hiking the majestic Akshayuk Pass in the Auyuittuq National Park, to reach the east coast of Baffin Island.



THE SOUL OF AKOR EXPEDITION

Adventure accomplices and long-time friends, Nicolas Roulx and Guillaume Moreau founded AKOR expeditions in 2016. AKOR is a collective of adventurers who carry out expeditions in remote regions, marked by boldness and creativity. Nicolas and Guillaume have organized and led several expeditions together, including the first North-to-South crossing of Canada in 2021, one of the longest wilderness expeditions in Canadian history. Upon their return, they imagined the 2024 route.

Recently named Fellows of The Royal Canadian Geographical Society in recognition of their achievements, Nicolas and Guillaume are eager to share their passion on a daily basis. Nicolas teaches geography and history, while giving dozens of lectures per year to various audiences. Guillaume pursues an academic career as a professor in forest sciences at Université Laval.



ACHIEVEMENTS

AKOR 2018

The first AKOR expedition travelled 1600 km in northern Quebec and Labrador, taking a route along four tumultuous rivers and two ocean coastlines densely populated with polar bears. Along the way, the adventurers climbed Mount d'Iberville, the highest Canadian peak east of the Rockies. This route was completed in 65 days.

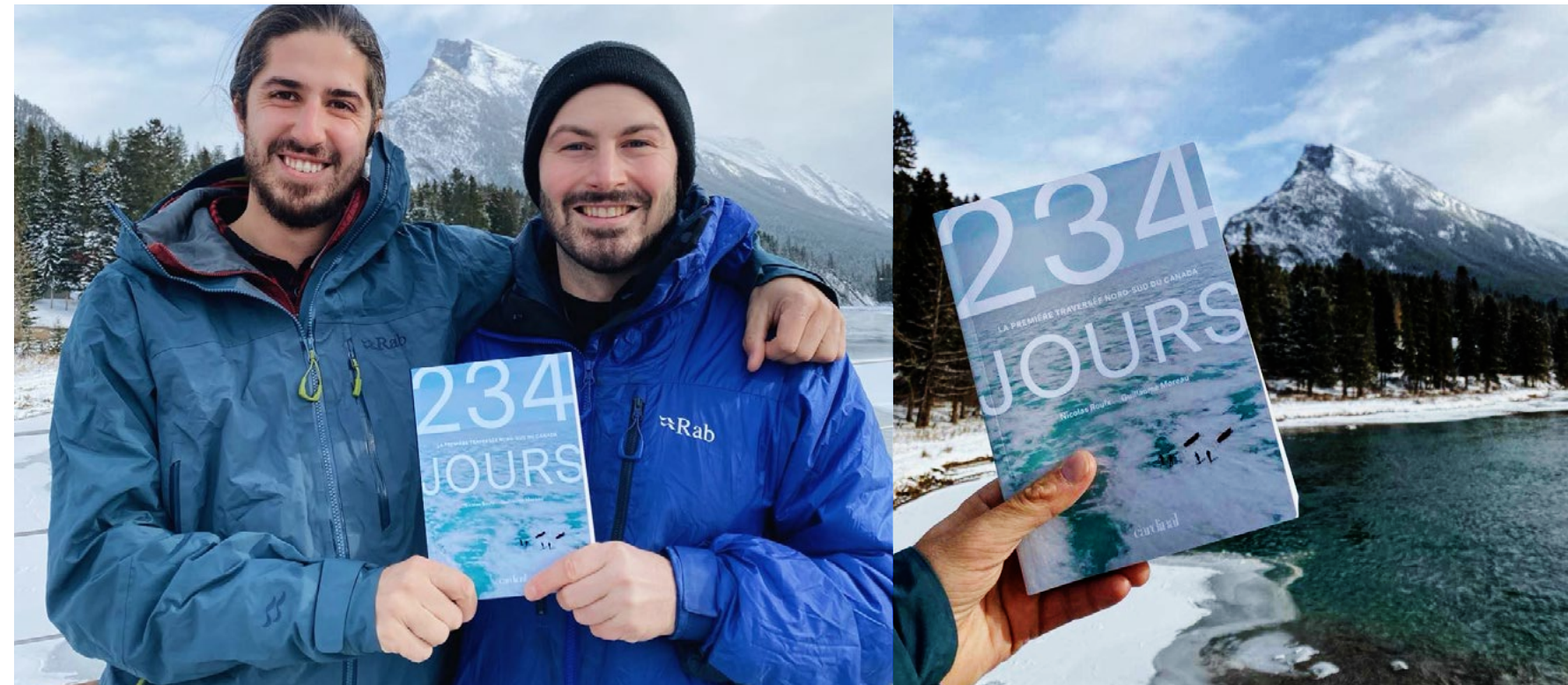


AKOR

2021

The first North-to-South crossing of Canada was accomplished in 2021; a 7600 km journey by ski, canoe and bicycle. It took 234 days to reach the southern tip of Canada, from the country's northernmost island, Ellesmere.





To share the 2021 expedition, a documentary entitled [Canada Vertical](#) was produced. The film was selected as a finalist in several festivals and has recently been chosen for the **World Tour of the prestigious Banff Mountain Film Festival**. Nicolas and Guillaume's adventure story [234 jours](#) was also published in 2023 by Éditions Cardinal.



RECOGNITION

The originality and creativity of AKOR expeditions have earned the crew wide recognition over the years:



AKOR 2021
Expedition of the Year
Royal Canadian
Geographical Society



AKOR 2021
3rd most impactful
expedition in 2021
Explorers Web



AKOR 2018
Major Grant
Royal Canadian
Geographical Society



Ambassadors
Banff Mountain
Film Festival
Quebec

MISSION

Since its creation, AKOR has been committed to:

- ≈ **Sharing** the beauty of the Canadian territory through professional quality stories and images
- ≈ **Inspiring** perseverance, leadership and the realization of dreams through an extensive series of conferences
- ≈ **Increasing** and popularizing scientific knowledge about northern ecosystems and the human body



OUTREACH

Since 2018, AKOR has given more than 150 presentations attended by over 15,000 people. We have also made over 80 media appearances across our expeditions and dozens of journalists are eager to hear about our adventures. Our journeys have been published in several

major North American and European magazines, while our images have been used in several television productions such as *La semaine verte* and *Découverte* by Radio-Canada. The 2024 expedition will allow us to continue our educational mission on an even larger scale.



DOCUMENTING A HISTORIC JOURNEY

For the 2024 expedition, we're aiming to reach an even wider audience with a second documentary. We have developed an expertise in capturing professional images and footage of our adventures without being supported by an external film crew, which really sets us apart.





THE AKOR 2024 CREW

CATHERINE CHAGNON & GUILLAUME MOREAU

Like Guillaume, Catherine pursues an academic career in forest ecology. Sharing this passion and a strong affinity for northern regions, the couple has collaborated on numerous scientific projects focussing on the impact of climate change on forests. Their work based on samples collected during the previous AKOR expeditions

has been published in international scientific journals. After experiencing the second half of the 2021 North-to-South Canada crossing together, Catherine and Guillaume are looking forward to sharing again the beauty and simplicity of life in expedition, while continuing their research.

THE AKOR 2024 CREW

**NICOLAS
ROULX &
LAURENCE
GARCEAU**

Nicolas and Laurence are fulfilled by sharing their knowledge and passions: he is a high school teacher and lecturer, while she makes her living teaching yoga. Last year, life took a turn for the worse. Within six months, they both had a serious accident. They both dislocated their knees, broke their tibial plateau and atrophied their nerves.

Eight months on crutches and numerous surgeries later, they are still in rehabilitation and will have lifelong limitations. Nevertheless, these events did not take away their dreams. In order to complete the expedition, Nicolas and Laurence will have to push themselves to the limit and call upon their will, which is the key to their success.



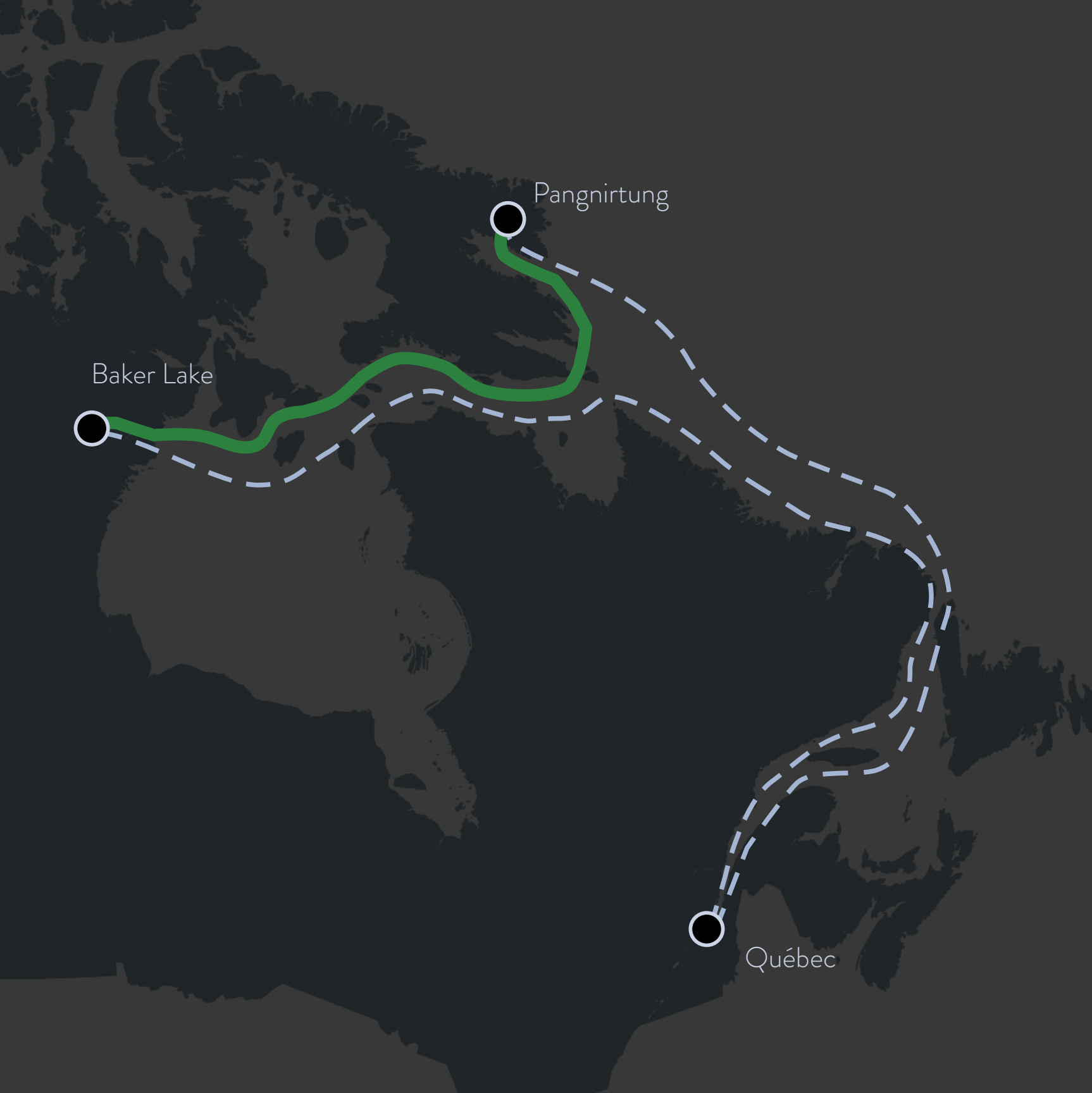


Nicolas' younger brother and lifelong accomplice, Dominic is a PhD candidate in philosophy, interested in the socio-economic roots of the current ecological crisis. While representing historic opportunities to traverse a territory in the throes of climate change, long northern expeditions are also for him a means of experiencing alternative ways of relating to the territory. His insatiable hunger for life-changing experiences and his passion for the great outdoors lead him to follow his big brother's footsteps - at his own peril.

Mathieu's interest in nature has led him to study and work in environmental conservation. Long canoe expeditions allow him to connect with nature in its purest form and to further increase his impressive knowledge of ecosystems. Having accomplished expeditions of several weeks, this ambitious trip lasting several months will be a real challenge!

THE AKOR 2024 CREW

**DOMINIC
ROULX &
MATHIEU
B LAND**



A SECOND EXPEDITION IN PARALLEL

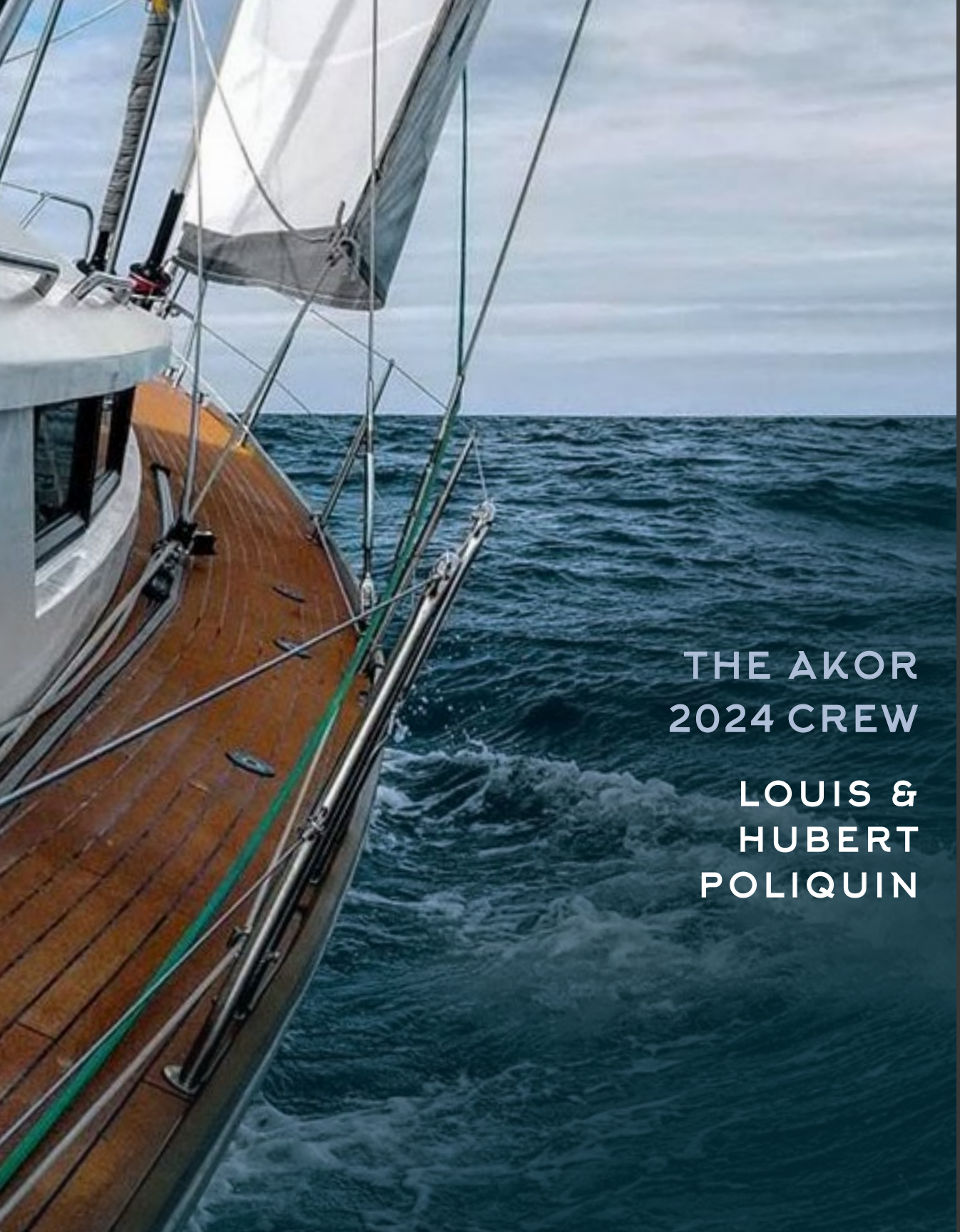
While the AKOR team will cycle and canoe across the mainland, a second crew will leave Quebec City on board the sailboat Anorak. After a journey of more than 4500 km, the boat will meet the AKOR adventurers in Baker Lake, the geographic center of Canada.

Together they will travel to Baffin Island, after which the Anorak will leave the Great North to return to the warmer waters of the St. Lawrence. In total, the sailing expedition will cover nearly 10,000 km.

THE ANORAK

The Anorak is a 45-foot-long sailboat with a reinforced aluminum hull. Fearing neither storms nor icebergs, the Anorak is the ideal boat to rally the Great North and the St. Lawrence. Spacious and versatile, this sailboat will be able to lead the gathered crew towards the Baffin Island coasts.





THE AKOR 2024 CREW

LOUIS &
HUBERT
POLIQUIN



As a teenager, Louis competed with the national junior sailing team. He competed in several Boston-Halifax and Halifax-Saint-Pierre-et-Miquelon races, first as a crew member and then as a skipper. Having acquired his own racing sailboat, Louis passed on his passion to his son, Hubert, at a young age.

The idea of sailing north makes sense to the Poliquins, as Hubert's grandfather, who had built his own sailboat, was fascinated by the exploits of the navigators who tried to discover the Northwest Passage on the greatest sailboats of that time.



INTEGRATING SCIENCE AND EXPLORATION

In 2021, AKOR partnered with a research project on chronic pain conducted by the University of Sherbrooke. This project aimed to evaluate the potential of partnering with a large-scale project as a motivation to be active. During the 234-day expedition, 10 patients followed AKOR by completing the same distance each day as a team. The project proved to be a great success: all of them regained control over their lives, improved their self-perception and found a way to perseverance in their daily lives, where pain is omnipresent.

In 2024, this partnership will be renewed on a larger scale and with more participants. The project will take on its full meaning with the participation of Laurence and Nicolas to the expedition, who both suffer from knee pain. This collaboration will be an opportunity to highlight the potential of expeditions to act as a motivational lever for people living with pain, while allowing the development of an innovative clinical tool.



PARTNERSHIP PLAN

In order for the AKOR 2024 expedition to be carried out, we have substantial equipment and financial needs; the costs of the expedition will amount to \$300,000.

In return, we can offer our partners exceptional visibility considering the media interest and recognition we currently have. Here is a short list of what we can offer:

- ≈ Mentions, information and thanks on our social media (10K Facebook subscribers), website, videos, and during our presentations
- ≈ Placement of your logo on high-end equipment
- ≈ Placement of your products and logo in our professional photos and videos, broadcasted during our conferences, televisual interviews, and films
- ≈ Blog posts and testimonials about your products and services
- ≈ Exclusive photos of your products in context
- ≈ Any other proposition is possible



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