



PATAGONIAN EXPEDITION RACE

10th anniversary: February 14th - 22nd, 2012

THE LAST WILD RACE 10TH ANNIVERSARY

Esri Joins Patagonian Expedition Race in Plotting the Unknown

Patagonia, Chile, January 20, 2012 – Esri, the leader in GIS (geographic information systems) software, will be the Official GIS and Mapping Provider for the 10th Anniversary of the Patagonian Expedition Race, which takes place February 14-22, 2012.

As the GIS and Mapping Provider, Esri will be responsible for supplying software and training that will support all mapping projects carried out by NIGSA, the founders and event organizers of the Patagonian Expedition Race. The Patagonian Expedition Race, often referred to as “The Last Wild Race” due to its unique conditions, is a ten day adventure race, in which co-ed teams of four, from around the world, compete in the disciplines of mountain biking, trekking, kayaking and orienteering, with the mission to conserve the uncharted wilderness of Chilean Patagonia. Maps created with ArcGIS10 will be used by all competitors, race organizers, logistics crews, and the press as they manage, follow or navigate 2012’s remote course through Tierra del Fuego.

“The Patagonia Expedition Race explores two areas that Esri cares very much about,” said Jack Dangermond, President of Esri. “One is the use of maps and spatial thinking skills to navigate a difficult course. The other is to conserve the last wild regions of the world.”

In addition to this event, Esri’s services will benefit a conservation and trail building project in a 300,000ha large conservation area called Karukinka on Tierra del Fuego, carried out by NIGSA for the Wildlife Conservation Society (www.karukinkanatural.cl).

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Stjepan Pavicic, the race founder and director states, “NIGSA has long been a leader in developing high quality maps of Chilean Patagonia. Not only for use in our flagship event, but also for our conservation and ecotourism projects. We are excited to be working in partnership with Esri, market leaders in all GIS and mapping technology, enabling us to take our efforts to a new level.”

The isolated backcountry of Patagonia is notorious for its lack of topographic maps, especially in comparison to what is available within the United States or Europe. Pavicic comments, “Esri's ArcGIS software will facilitate creative approaches to mapping data and solving geospatial problems in uncharted areas. For example, we will construct an accurate vegetation layer for the 2012 race maps using combined information from different government sources, and layers that we digitized ourselves from satellite imagery.”

“Maps help people enjoy nature while letting them engage with their surroundings in an intelligent way and make more informed decisions,” added Dangermond. “Helping to improve the quality of maps available for Tierra del Fuego in Chilean Patagonia will result in long-term benefits for the people and environment. We are grateful for the chance to partner with NIGSA in support of this important effort.”

The 10th Anniversary of the Patagonian Expedition Race will include teams representing twenty countries throughout the world, including but not limited to: Canada, USA, Japan New Zealand, Australia, South Africa, Great Britain, Czech Republic, Denmark, Croatia, Kazakhstan, Russia, France, Costa Rica, Brazil, and Chile. It is an adventure that tests endurance and teamwork as they

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navigate over mountains, glaciers and through plains, native forests, turbals, rivers, lakes, and channels--All guided only by their orienteering abilities and the maps produced with the Esri software.

About the Patagonian Expedition Race

The Patagonian Expedition Race is an annual adventure race, performed since 2004, that takes place in one of the most remote wilderness regions of the planet: Chilean Patagonia. For each edition of the race, a different course is developed, which is kept secret until 24 hours prior to the event. The twenty carefully selected international teams will have to advance through various unique natural features, bringing attention to the necessity of Patagonian conservation. Teams are driven solely by physical stamina and their mission to preserve the wild, as there is no monetary prize offered to the winning team.

About Esri

Esri develops geographic information systems (GIS) that function as an integral component in nearly every type of organization, and enables organizations to create responsible and sustainable solutions to problems at local and global scales. Esri believes that geography is at the heart of a more resilient and sustainable future. Esri connects governments, industry leaders, academics and NGOs with the analytical knowledge they need to make these critical decisions that shape the planet.

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