

EXPEDITION CURE

THIS AUGUST, JOIN 2 HOOSIERS
AS THEY ATTEMPT TO OFF-ROAD
THE NORTH AMERICAN CONTINENTAL DIVIDE
...IN 21 DAYS

TO BENEFIT
THE FIGHT AGAINST PARKINSON'S DISEASE.



PRESS KIT

2006



Headline

Two Indianapolis natives attempt to off-road the North American Continental Divide in 21 days to raise funding and awareness for Parkinson's disease.

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Dateline

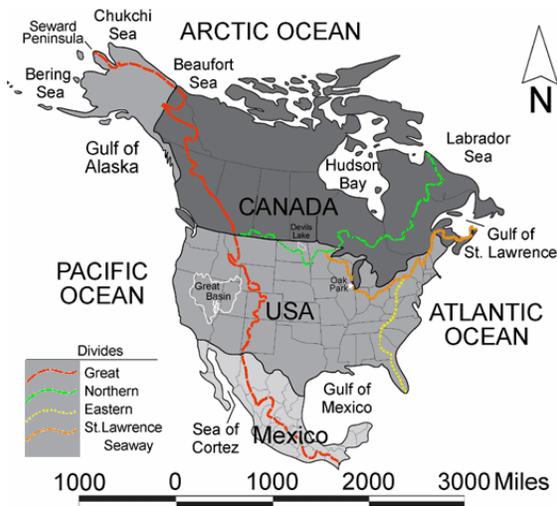
Indianapolis, Indiana

Date of release: **19 July 2006**

What we're doing

This August Hanley Noel and Brent Hatherill are embarking on the adventure of a lifetime and they're calling it Expedition Cure.

Expedition Cure is an off-roading expedition set on traversing the North American Continental Divide in 21 days in an effort to raise funding and awareness for the Michael J. Fox Foundation for Parkinson's research. Coupled with their effort is an online interactive website (www.expeditioncure.com) that will allow spectators to follow the two as the adventure unfolds. The site features updated GPS tracking, photos, journals, video, and statistical based guessing games where spectators can take a shot at winning promotional prizes to benefit Parkinson's. Brent and Hanley will travel in a highly modified 1994 Toyota Land Cruiser down from Glacier National Park through Montana, Idaho, across Wyoming, along the high mountain mining passes of Colorado, and finally along the deserts of New Mexico. In reaching the Mexican border the two hope to have met their goal of not only achieving the Divide in 21 days but bringing Parkinson's one step closer to a cure.



Who's behind this?

This effort is the brainchild of two recent Indiana University graduates, Hanley Noel and Brent Hatherill, both of Indianapolis, Indiana. After leaving college in 2004, Brent and Hanley realized they weren't ready for the leap into an office cubicle. With Hanley's involvement in the local Toyota organization Hoosier Cruisers and a shared sense of adventure the two created an off-roading expedition that would lead them through some of the most beautiful and diverse terrain the country has to offer. After learning about the Michael J. Fox Foundation's grass roots fundraising program Team Fox, they set off to join their efforts with the fight against Parkinson's disease and Expedition Cure was born.

Brent and Hanley's goal is to meet their fundraising objective of raising \$5,000 for Parkinson's, complete the trip, and not become bear food in the process.

And with any luck, IU won't be asking for their diplomas back when they're finished.

Who all is on board?

To assist in bringing Expedition Cure to a reality, Hanley and Brent have assembled a team of community advisors and corporate sponsors who have lent their expertise and support.

Expedition Cure Team Sponsors:

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Recap

Expedition Cure's launch date has been set for August 23rd when the wheels start turning from Glacier National Park. Find out more at www.expeditioncure.com. Join us; it will be a great ride!