

Media Contact:
Molly Freedenberg
missmollydiane@gmail.com
(702) 494-9328

FOR IMMEDIATE RELEASE

SAN FRANCISCO, Calif. (April 25, 2015) - **Save the Ice** mourns the passing of its co-founder, Daniel Fredinburg, and many others, in Nepal yesterday as a result of the 7.8 magnitude earthquake. Fredinburg's climb of Mt. Everest was part of "Expedition Everest," a **Save the Ice** campaign to raise awareness about climate change.

"Our hearts go out to the people of Nepal, and to Dan's family," says **Save the Ice** co-founder Dr. Mike North. "We've lost a great friend and warrior for the planet."

While much is being made of Fredinburg's position as a Google exec, his real passion was around social causes. In fact, his trip to Nepal was about calling attention to the effects of climate change.

"Dan was a mountaineer/explorer because he loved to climb/see the world, but that was never the whole point," says North. "His purpose in the world was much bigger. Much of it revolved around calling attention to how we as individuals can make a difference."

In 2014, Fredinburg, along with North and fellow activist Max Goldstein, co-founded **Save the Ice** as a way to combine his love of adventure travel with his passion for climate change activism. By planning and documenting high-profile, exciting trips to global warming hotspots, **Save the Ice** raises awareness about global warming while also demonstrating environmentally- and socially-responsible travel practices.

Following recent adventures to hotspots in Northern Europe ("Viking Campaign: Circling the Baltic Sea") and the Indian Ocean ("Save the Ice: Save the Maldives"), Dan embarked on "Expedition Everest" earlier this month to draw attention to another hotspot, Everest Base Camp, and then plant the **Save the Ice** flag atop the famous mountain.

The trip came almost exactly one year after Fredinburg's last trip to Mt. Everest, when he barely survived another massive avalanche. But he was excited to try again, and keep spreading the **Save the Ice** message. In fact, he was posting almost daily on social media leading up to the quake.

"On his last walk through San Francisco, on March 27, I asked him how prepared he felt. Last year he'd started training 4 months in advance. This year, he hadn't stopped training -- since last year the avalanche through the icefall nearly took his life," says North. "He was ready, mentally and physically."



Photo caption: Dan Fredinburg posted this photo to Instagram the night before he died as a result of injuries related to Saturday's 7.8-magnitude quake. He holds up the **Save the Ice** flag emblazoned with the non-profit's cheeky motto, a twist on the bartending term for ordering a drink without ice, or "neat."

More about Save the Ice

Save the Ice combines adventure and activism to raise awareness about climate change.

The Save the Ice team plans, supports, and documents high-profile adventures in climate change hotspots across the globe. These gatherings serve as summits for participating social entrepreneurs, millennials, investors, and activists to brainstorm innovative ways to combat global warming, all while surrounded by the natural wonders that climate change, unchecked, may destroy. Documentation of these exciting, often exotic Save the Ice trips - including films, photos, and social media campaigns - raises awareness about climate change beyond the participants, and in a format that appeals to millennials, the very generation that has the most power to make a difference.