

## **PRESS RELEASE: Polar Adventurer passes the Torch to the Next Generation**

Stoney Creek, Ontario March 11, 2009 -- Paul Hubner, President of Baffin, explorer of the South and North Poles in 2006 and 2008 is now undertaking his first expedition to Baffin Island with his youngest son Ryan from March 11<sup>th</sup> to March 27<sup>th</sup>, 2009.

Paul wishes to instill in Ryan a respect and love for the great outdoors. For a generation where technology and creature comforts rule, these experiences foster an appreciation for the natural wonders in our life. Ryan, like his two older brothers, now has the opportunity to experience the thrill of an extensive Northern trip while building self confidence and self-reliance.

Baffin Island provides a far different landscape and wildlife than the polar regions that the Hubners have visited before. This destination will provide yet another ideal condition under which to test the performance of Baffin boots. Paul will also use this trip to investigate how to improve the fit and compatibility of the Baffin boots on snowshoes, skis and crampons. *Baffin is committed to allow its customers to be challenged in the outdoors without being challenged by their gear.*

### **Baffin Inc.**

Located in Stoney Creek in Ontario, Baffin is Canada's largest manufacturer of outdoor and industrial footwear.

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For additional information, please feel free to consult our [online documentation](#) on the trip and [press section](#) of our website. For booking interviews or more specific information, please contact me.

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