



CORDURA® Brand Coverage 2010 Highlights - CORDURA CaresSM



Helen Thayer

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MAKING
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The Triangle's Family Resource

Famed explorer to speak in Durham

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Do your kids dream of exploring foreign lands and cultures? They can hear true adventures from a real life explorer on Sunday, May 9, at the Museum of Life and Science, in Durham. That's when National Geographic explorer Helen Thayer will be sharing stories and photographs from her latest journey. Helen and her husband, Bill, walked 7,000 miles across Africa's Sahara Desert, the Atlas Mountains and the vast Serengeti plains, while living with the Maasai, Bushmen and Berber tribes.

Their program, "Walking Africa...Exploration of Africa's Cultures and Wildlife," runs from 12:30 p.m. to 2 p.m. on May 9. Tickets are \$15 for non-museum members, \$5 for museum members and may be purchased by calling (919) 220.5429, ext. 313.

Helen's many accomplishments have earned her the title as one of the most important explorers of the 20th century by National Geographic. She is the first woman to walk solo to any of the world's poles. She also walked across the Gobi desert, kayaked more than 1,000 miles of remote rivers in the Brazilian Amazon and Pantanal, and trekked 800 miles in the Canadian Yukon and northern Alaska.

To learn more, visit www.LifeandScience.org.



Helen Thayer with the Maasai Tribe, image courtesy of Helen Thayer



Come meet Helen Thayer
World explorer and author
May 9, 2010
4:00 p.m. – 6:00 p.m.
Camp Mary Atkinson Leadership Center



If you would like to read Helen's books they are available at retailers like Barnes & Nobles, Borders, and Amazon.com. Please feel free to bring your own copy for free autographing at the event.



"Walking Africa ... Exploration of Africa's Cultures and Wildlife"

National Geographic explorer and CORDURA® brand goodwill ambassador Helen Thayer will be at Camp Mary Atkinson to share stories from her latest journey: "Walking Africa...Exploration of Africa's Cultures and Wildlife." Helen and her husband, Bill, walked 7,000 miles across Africa's Sahara Desert, the Atlas Mountains and the vast Serengeti plains, while living with the Maasai, Bushmen and Berber tribes.

Helen is an accomplished altitude climber and international athlete who continues to live her life on the edge, always pushing the boundaries and breaking new records – truly putting the renowned durability of CORDURA® brand fabrics to the test. She has quickly become an outdoor industry icon by:

- Trekking the magnetic North Pole in 1988
- Walking across the Gobi desert in 1996 - an astounding 2,400 miles
- Walking across the entire 1,600-mile span of the Mongolian Gobi Desert
- Kayaking more than 1,000 miles of remote rivers in the Brazilian Amazon and Pantanal
- Trekking 800 miles in the Canadian Yukon and northern Alaska

Helen's latest adventure in Africa unfolds in a program of spectacular photography and stories of the world's most ancient tribal lifestyles and the unique wildlife seen only on the African continent. This presentation at Camp Mary Atkinson will be one of the first times that Helen is sharing stories of her amazing African adventure. Be one of the first to hear it!

Mark your calendars for **Sunday, May 9 at 4 pm**. This program is free and suitable for adults and children. For more information about Helen, please visit www.CORDURA.com.

Registration is required by **May 5th at noon** by email or call to

Deanna Ludwick at dludwick@nccoastalpin.es.org or 919-600-6314.

Please include Troop Number, Troop Leader name and how many girls and adults will be attending. Individual girls must attend with an adult or guardian. Open to families.

Sponsored By



UPFRONT

Into the Wild

BY LEIGH WILLS

A world-renowned explorer who spent a year living among the wolves of the Canadian Yukon Territory will share her tale of adventure in downtown Asheville.

Helen Thayer, named one of the Great Explorers of the 20th Century by National Geographic and who became the first woman to walk alone to the magnetic North Pole, will present a program based on her best-selling book *Three Among the Wolves*. The book chronicles the 1994 expedition she and her husband, Bill, and their faithful dog, Charlie, took to study and observe the Canadian wolves.

Thayer's program, hosted by Mast General Store, will be at 7pm on Thursday, May 13, at the Diana



Worham Theatre. Tickets for \$5 are currently on sale.

Thayer says her experiences among the wolves would not have been possible without Charlie. "We lived one year with wolves in the Canadian Yukon, just a little bit above the Arctic Circle," Thayer says. "It was an amazing experience, but we could never have done it without Charlie. Charlie was part wolf, and he was sort of, you might say, the link between us and the wolf family. It worked so well, we were able to really study them in a unique way."

The Thayers watched the wolves daily and even followed them on hunts and witnessed a litter

of pups enter the world. She says the wolves didn't seem too bothered by the human intruders. "They'd rather stay away from us. Humans are the problems for wolves. Wolves are not the problem for humans," she says.

What's next for this global adventurer? Thayer, who trekked solo to the North Pole at age 50 and was the first woman to walk across the Sahara Desert following a 4,000-mile ancient camel trade route, plans to visit Africa and live among various tribal groups. "I'm 72, but going on 25," she jokes.

Those who can't make it to Thayer's program can catch her at Mast General Store where she will sign copies of her books. She will be at Mast General Store in Hendersonville from 3 to 5pm on Wednesday, May 12. The following day she will be at Mast General in Asheville from 2:30 to 4:30pm, and on May 15, she will be at the Waynesville store location from 10am. to noon.

► For more information, go to www.maststore.com/helen or contact the Asheville store at 828-232-1883. You can also visit www.helenthayer.com.

Classical Cross with the Hendersonville Symphony • Bomb! Pow! Fanaticism Comes to Asheville • Singer Ashley Chrambliss Comes Home

CORDURA
FABRIC

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Diana Wortham Theatre
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Thursday, May 13th • 7 pm

CORDURA FABRIC

Helen Thayer,
National Geographic Explorer & Photographer, will share the adventures she experienced while living among wolves for a year.
www.HelenThayer.com

Tickets go on sale April 1st at Mast Store in Asheville, Hendersonville & Waynesville.
For more information go to MastStore.com/helen.
All proceeds from ticket sales go to MANNA FoodBank.

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Helen Thayer in Africa: An Update On Her Latest Adventures

Posted by [Shandman](#) on 3/09/10 • Categorized as [Outdoor News](#)



Helen Thayer with Maasai women. Her work is her play, it's her life.

From Helen Thayer's lifetime of arctic expeditions, studies on wolves, and determination to go where so few people could even survive, much less welcomed, we can only look to her for a snapshot of what her eyes have seen. It was considered a mutual honor and privilege for the Maasai tribe of Africa to invite Helen and her husband Bill to walk, eat, and live with them as they traveled from camp to camp.

For Helen, life is too short to passively observe when there are so many different angles to explore. Thayer has always taken the path least trodden and typically brings back experiences most of us can only view through the vicarious lens of her photos and words.

That's the sense we have each time we speak with her; each time just getting to know her a little bit more. Most recently we had a conversation with Thayer at the CORDURA brand compound within the Outdoor Retailer winter trade show in Salt Lake City, Utah. CORDURA brand, one of Thayer's devoted sponsors of her adventures, has to pluck her off some of her journeys now and then just so she can spend some time downloading her wanderings and holding court at speaking engagements and trade show appearances so the rest of us rat racers can tap into a tiny slice of her inexhaustible energy.

LIFESTYLE | ENTERTAINMENT | BUSINESS | LEISURE | HEALTH | HISTORY | SPORTS

everything
Knoxville
May 2010, Volume 4, Issue 5

Celebrating MOMS in MAY

HELEN THAYER
National Geographic Explorer and Photographer
CORDURA® Brand Ambassador

Book Signing:
Mast Store Downtown Knoxville
Friday, May 14th • 2-4 pm

Presentation:
Walking Africa... Exploration of Africa's Cultures and Wildlife
Ijams Nature Center
Friday, May 14th • 6:30 pm

Seating is limited, so please call Ijams Nature Center at 865-577-4717 ext. 10 to reserve a seat. For more information go to www.MastStore.com/Helen

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Enjoy a free trolley ride to our front door. Park on State St. and use our back entrance.

Hiking Lady

A Remarkable Woman: Helen Thayer

Like 7

Helen Thayer is by far the most dynamic and inspirational person I have ever met. No, I am not exaggerating, and I hope many more people have the opportunity to meet her like I did last week at the Outdoor Retailer show in Salt Lake City.

My expectations were already high before meeting Helen in person. Before heading to the Outdoor Retailer show, I wrote a **blog post** about my upcoming meeting with Helen. I knew that the 72-year old explorer, best selling author, photographer, motivational speaker, and international athlete would have many stories to share. What I wasn't anticipating was her wonderful wit, humility, and ability to inspire me to set goals



Helen Thayer at the North Pole in 1988

Tr

Hiking Lady

Headed to OR!

Like 5

No, not Oregon. 😊 I'm on my way to the Outdoor Retailer Show in Salt Lake City and will be reporting back to Hiking Lady readers! I will be scoping out new hiking gear, trail treats, and the newest and most innovative apparel.

What am I MOST excited about? A meeting with the legendary adventurer, Helen Thayer! It is people like her that motivate and inspire us to live our dreams. To climb our personal Everest's...break gender barriers...and get outside and enjoy the beauty of our planet!

I first learned of Helen Thayer while reading **A Woman's World: True Life Stories of World Travel**. In a short story of just 3 pages excerpted from her book **Polar Dream**, I got to know an exceptional woman. She paints a vivid picture of her encounter with a female polar bear and two cubs on her solo journey to the North Pole.



Helen Thayer, legendary adventurer

Her love of life is contagious, and I hope you are as inspired by the video below as I am!



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Leave a comment | Tags: Helen Thayer | Categories: Get Outside

SIERRA VISTA
THE HERALD

Easier Said Than Done: A woman, a dog and polar bears



Helen Thayer

BY PAT WICK

At age 50, Helen Thayer decided to walk through polar bear territory to the magnetic North Pole. In accomplishing that goal in 1988, she became the first woman and first American to circumnavigate the magnetic North Pole without a dog sled or snowmobile. Today at 72, she is still making plans for her next adventure.

Her life of adventure began when, as a 9-year-old, she admired Sir Edmund Hillary and aspired to climb mountains; and she did.

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The challenges of her trip to the North Pole were numerous, from navigating by ancient techniques to knowing how to survive encounters with polar bears. Thayer was in Sierra Vista last week, telling the nearly 100 of those gathered for the 19th Annual Southwest Wings welcome reception, about the challenges of that trip. She told her story with pictures, great detail and humor.

Prior to her walk to the North Pole, she lived with the Inuit for several weeks and acquired a Inuit-trained dog who would warn and help protect her from polar bears. That was Charlie, a 100-pound dog who was part Arctic wolf. Thayer said Charlie was the true star of her trip, and while most dogs in the Arctic don't live long, Charlie would go home with her and live to be 23 years old.

THE DURANGO HERALD

Helen and Charlie

Animal-loving explorer shares adventures



Click image to enlarge

Helen Thayer is comfortable at the North Pole, in the Gobi Desert and even living with wolves.

But the famed explorer and author is even more comfortable talking about her love affair with animals.

Thayer, involved in many National Geographic expeditions, shared her affinity for the animal kingdom last weekend at the Bark and Wine Boogie Ball in Durango, the annual benefit for the La Plata County Humane Society.

Her presentation at the La Plata County Fairgrounds focused on her recent book, *Polar Dreams*, and the dog who accompanied her on the trip to the magnetic North Pole.

"Charlie was a very unusual dog," Thayer said in an interview with *The Durango Herald*.

"He made the whole trip. He made the trip possible," she said.

"He protected me from the polar bears. There were seven up-close encounters, I would say," said Thayer,

who also has written about crossing the world's deserts.

"This is my very personal story about a relationships with ... my dog and these polar bears.



Helen Thayer courtesy photo outline





American Trails Coverage

American Trails

Fall 2010 \$7.00

20th AMERICAN TRAILS NATIONAL SYMPOSIUM

Symposium will build Awareness for Trails

Trails and a greener future for America

Welcome to Chattanooga, a city with a great story of American initiative and reinvention! We know you'll enjoy seeing for yourself how trails and greenways can make a community as well as a region a better place. One of the goals of the National Trails Symposium is to highlight the accomplishments of communities around the country—and not just the few biggest or most familiar places. Our goal is to recognize the thousands of people all across America who are working to make their cities, towns, and neighborhoods better places.

In hosting the National Trails Awards, American Trails shines a spotlight on some of the volunteers, as well as companies and agencies, that are making a difference in our lives. But we're also looking beyond the traditional trail tread to the larger meaning of trails: a way to connect communities and to create support for public land everywhere. And in all the seriousness of purpose we want to help all Americans remember that trails are fun!

All this is in support of what we feel is the vital theme in our world today: how to live well in the present to create a better future. Our Symposium theme is "Trails: The Green Way for America." We're looking forward to great presentations and discussion on how we can work together, both for better trails and for a better world.

And finally, an important goal of the Symposium is bringing people together. Since its beginning, American Trails

has taken on a difficult role: finding the common ground that all trails interests share. American Trails welcomes your ideas as we join with people from many "walks of life," both in the trails world and beyond. What we all share is a vision that the many kinds of trails are a vital part of our future—and not just a "greener" tomorrow but a healthier future.



Event Sponsor

CORDURA® Brand

For more than 30 years, CORDURA® fabric has been recognized worldwide as a fabric of choice for products where durability counts. As a result, INVISTA's CORDURA® fabric portfolio has expanded to include a variety of fabrics for various end-uses such as luggage, military, outdoor and work-wear products. The brand's founding principles of exceptional durability and enhanced abrasion resistance have remained central to each new fabric innovation.

Launched in 1977, CORDURA® fabric based on fully dyeable 1000-denier air-jet textured nylon 6.6 yarns offering manufacturers and product designers a rugged and durable fabric for a wide range of applications. As a result, CORDURA® fabric solutions helped to stimulate the introduction of soft-sided luggage that could withstand the

tough demands of the travel industry. By offering durability, reliability and versatility, CORDURA® fabrics based on INVISTA's nylon 6.6 fibre—known as CORDURA® NYCO fabric—have also helped to revolutionize military apparel and equipment. From World War II, the Vietnam War, and the Persian Gulf to today's Operation Iraqi Freedom, new fabric technologies have allowed soldiers to successfully face a broad spectrum of environmental conditions on the battlefield.

Since CORDURA® fabric technologies have helped soldiers fight in conditions ranging from desert, forest, jungle and temperate climates, the transition into products for the outdoor market was a logical extension. Whether for the outdoor enthusiast seeking a new adventure or the motorcyclist embarking on a road trip, top brand designers benefit from the exceptional durability, abrasion resistance to scuffs, and light-weight comfort of CORDURA® fabric solutions in their performance-related products.

Leading backpack designers such as JanSport®, Osprey®, The North Face®, and Granite Gear have all specified CORDURA® fabric at one time or another. Apparel brands such as Outdoor Research®, footwear brands like Vans® and outdoor gear brands like Big Agnes® and Sea to Summit® have also turned to CORDURA® fabric when durability was a must.

To learn more, please visit www.CORDURA.com. Or, at the Symposium, stop by the INVISTA CORDURA® brand booth #30 to speak personally with a team member.

American Trails

The World's Largest Online Trails Resource

General guidelines for walking a labyrinth:

FOCUS: pause and wait at the entrance, become quiet and centered.

EXPERIENCE: observe the process of walking to the center, letting go. Stay as long as you want anywhere on the labyrinth. Honor your own pace, quietly allow others to pass.

EXIT: receive in the center and walk out with understanding.

REFLECT: integrate and be in gratitude.

Visit Alexzanna Farms and their labyrinth while in Chattanooga

A short twenty minute drive from the convention center, the trails at Alexzanna Farms encourage you to explore various expressions of the spiritual nature of path-walking. They include a seven-circuit labyrinth, a double-spiral, a medicine wheel, and a twenty-seven step staircase of reflection, The Mossyway. Follow I-24 West to exit 169 Wildwood. Turn right onto Hwy 299, right onto Hwy 11 and left onto Old Birmingham Hwy. Then follow the Labyrinth signs. Please leave your pets at home.

Open Hours to Visit the Farm during the American Trails National Symposium: ·

- Saturday, November 13 from 9:00 a.m. – 5:00 p.m. EST
- Sunday, November 14 from 9:00 a.m. – 12:00 p.m. EST
- Tuesday, November 16 from 1:00 p.m. – 5:00 p.m. EST

Building Public Awareness for Trails Event

Discover, Learn, and Celebrate Trails! FREE! OPEN TO THE PUBLIC! Join us on Sunday, November 14 from 2:00 p.m. – 6:00 p.m. in the exhibit hall. Learn more about this informative and interactive event in our General Sessions section of the registration brochure.



BUILDING PUBLIC AWARENESS FOR TRAILS EVENT IS PARTIALLY SPONSORED BY CORDURA