

66°North climbs Europe's biggest glacier to increase public awareness of global warming.

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66°North and Icelandic Mountain Guides join forces again in 2010 to offer the very successful "Reach the Top with 66°NORTH" training program.

This is the third year the program has run giving people the opportunity to reach the summit of Europe's biggest glacier-Hvannadalshnukur in southern Vatnajökull glacier (height 2110 m or 6920 ft).

The program allows climbers to have the experience of a lifetime while learning a valuable lesson in environmental responsibility. The two companies work hard to use the event as a forum to educate climbers on the issue of global warming and its effect on Iceland's glaciers.

The program consists of two parts:

1. Lectures and workshops educating participants about nutrition, clothing, equipment, safety and environmental responsibility.
2. Fourteen climbs designed to build knowledge, confidence, fitness and experience before attempting Hvannadalshnukur.

Training begins in February and concludes at the end of May with the first of two ascents of Hvannadalshnukur. Last year about 210 people victoriously reached the peak of Hvannadalshnukur.

IMG and 66°North are a perfect partnership. IMG has years of experience in mountain guiding and safety while 66°North is a market leader in the development of technical outdoor clothing designed to let mountain climbers enjoy the outdoors despite often harsh conditions.

Reach the Top with 66°North – The Preparation Schedule

February 3rd: Presentation, schedule, training.

February 10th: Wednesday training at 6:00 pm: Heiðmork v/Vífilsstaði. Estimated 2 hrs.

February 17th: Wednesday training at 6:00 pm: Úlfarsfell 295 m. Estimated 2-3 hrs.
February 20th: Saturday at 8:00 am. Hengill – Vörðuskeggi 805 m. Estimated 4-6 hrs.
February 24th: Wednesday at 8:00 pm. Education about clothing, nutrition and traveling.
March 3rd: Wednesday training at 6:00 pm. Meðalfell í Kjós 345 m. Estimated 3 hrs.
March 10th: Wednesday training at 6:00 pm. Geitafell 509 m. Estimated 3-4 hrs.
March 20th: Saturday at 8:00 am. Botnssúlur Norður Súla 1053 m. Estimated 6-8 hrs.
March 24th: Wednesday training at 6:00 pm. Stóra Kóningsfell 602 m. Estimated 3-4 hrs.
March 31st: Wednesday training at 6:00 pm. Vífilfell 655 m. Estimated 3-4 hrs.
April 7th: Wednesday at 8:00 pm. Education about glacier tours and glacier equipment.
April 10th: Saturday at 7:00 am. Snæfellsjökull 1446 m. Estimated 7-9 hrs.
April 13th: Wednesday training at 6:00 pm. Kerhólakambur 743 m. Estimated 2-4 hrs.
April 28th: Wednesday training at 6:00 pm. Móskaðahnúkar 807 m. Estimated 3-4 hrs.
May 8th: Saturday at 8:00 am. Skarðsheiði – Heiðarhorn 1053. Estimated 6-8 hrs.
May 12th: Wednesday training at 6:00 pm. Esja – Skálakambur 801 m. Estimated 3-4 hrs.
May 19th: Wednesday training at 6:00 pm. Dyjadalshnúkur 800 m. Estimated 3-4 hrs.
May 29th: Saturday at 5:00 am. Hvannadalshnúkur 2110 m. Estimated 12-15 hrs.
June 5th: Saturday at 5:00 am. Hvannadalshnúkur 2110 m. Estimated 12-15 hrs.

About 66°North

Established in 1926, 66°North is one of Iceland's oldest manufacturing companies. Originally producing workwear for Iceland's hardy fishermen, the company continues to diversify and evolve and now produces high-quality outdoor clothing for sports and leisure.

In 2010, 66°NORTH has set itself a goal to work responsibly and reduce its gas emissions. The company has identified key areas it will focus on including minimizing its waste, recycling its garbage and sending its garments by sea instead of air.

The company's website is www.66north.com

About Icelandic Mountain Guides

The company Icelandic Mountain Guides (Islenskir Fjallaleidsogumenn in Icelandic) was established in 1994. The goal has been from the start to take Icelandic and international tourists on the untrodden path, to open people's eyes to the magic of unspoiled mountains, to promote the protection of the fragile nature of the northern regions, and to increase the level of quality and professionalism in tourist guiding.

True to these goals, Icelandic Mountain Guides have stood at the forefront among Icelandic tourist companies when it comes to developing new tours, environmental affairs, education of staff and security issues. As a service company, Icelandic Mountain Guides emphasize a wide selection of tours, from easy one-day trips to highly demanding arctic expeditions, guided by the motto "adventure for anyone."

The company's website is www.mountainguide.is

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[You can find this press release here](#)