



HEARTS IN THE ICE

PRESS RELEASE

*For immediate release*

**A World in crisis inspires two Citizen Scientists  
back into isolation in the Arctic for 7 months**

*Sunniva Sorby and Hilde Fålun Strøm - the first women in history to overwinter in Svalbard solo - are ready to embark on a second polar night in the High Arctic of Norway*

**Longyearbyen, Spitsbergen, November 10, 2020**— After having spent an entire year at a remote trappers cabin 140 km from the town of Longyearbyen, Canadian Sunniva Sorby and Norwegian Hilde Fålun Strøm return to their remote base called “Bamsebu”, located in Bellsund, Svalbard. Their official departure date is scheduled for Thursday November 12, 2020.

As the world spins off its axis, Covid-19 has significantly slowed down much movement around the globe, “but climate change does not take a break so neither are we”, says Strøm . Sorby and Strøm are about to dive back into the darkness of the Polar Night to shine a light on the dramatic impacts of climate change. They will continue sharing what life is like at the 78<sup>th</sup> parallel and how it connects to each one of us. “Our work is even more relevant and vital during the pandemic with little field research being done,” says Sorby.

**Hearts in the Ice** aims to bridge science and global citizens by building stories and sharing knowledge to inspire action, so we all play a participatory role in protecting our planet. For the next seven months, Strøm and Sorby will keep collecting valuable data - phytoplankton samples, ice core samples, marine mammal observation including polar bears, drone data, time-lapse aurora, cloud observation, microplastics and marine debris collection - for a group of international researchers that includes UNIS, Norsk Polar Institutt, Scripps Institute of Oceanography, NASA and BCIT. They will continue engaging thousands of students and citizens worldwide through their interactive education platform hosted by Exploring by the Seat of your Pants.

“Living in isolation in the remote Arctic, braving polar bears, collecting data for climate change research, Sunniva and Hilde are truly living an adventure we can only imagine. We are very proud to assist them, providing a way for them to track wildlife, take samples and get where they need to be. Our #TogetherWeRide initiative builds on the sense of community our riders feel, and this is our first reason for supporting the project. Secondly, Hearts in the Ice embodies our values as a company. Sunniva and Hilde are using their passion, their drive, and their ingenuity to make a difference.” Leslie Quinton, Vice-President, Global Corporate Communications and Events, BRP.

“Sustainability and protection of the environment are core issues for Marlink and are goals that we like to support in practical ways,” says Tore Morten Olsen, President Maritime, Marlink. “The data that Hearts In The Ice will collect and share via the Marlink network has local impact and global implications and we are proud to be a partner for this innovative project.”

Along with its Science Partners, Hearts in the Ice benefits from the tremendous support of its Legacy Partner - BRP, MARLINK Exclusive Satellite Connectivity Partner,-DeWalt-Black and Decker, Canada Goose, Hurtigruten, Tele-Communications Partner-TELUS, Hyundai, CoCoMat and Ellen Kvam Design.

**Interview requests:**

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