

THE CHARLES A. AND ANNE MORROW  
**LINDBERGH  FOUNDATION**

Improving the Quality of Life Through Balance Between Nature and Technology

**News release**

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**FOR IMMEDIATE RELEASE**

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**Lindbergh Foundation to Present 2006 Lindbergh Awards to  
Dr. Peter Diamandis and Will Steger**

*Will Steger is First Minnesotan to Receive Lindbergh Award*

*First-ever Corporate Award for Balance to be Presented to Patagonia, Inc.*

MINNEAPOLIS, January 31, 2006 — The Lindbergh Foundation is pleased to announce that **Dr. Peter Diamandis**, chairman and chief executive officer of the X PRIZE Foundation, and Minnesota native and polar explorer **Will Steger**, will each receive an honorary 2006 Lindbergh Award at an event to be held at the Minnesota History Center in St. Paul on Friday evening, May 19.

**Dr. Peter Diamandis**, a pioneer in the development of incentive prizes, will be recognized for his ability to inspire the brightest minds on Earth to tackle some of the most pressing issues in the world today. “A visionary, much like my grandfather, Peter Diamandis created the X PRIZE Foundation, to change the current paradigm of space travel,” said Erik Lindbergh, grandson of Charles and Anne Morrow Lindbergh and vice chairman of the Foundation. “More recently the X PRIZE Foundation has expanded its scope to include prizes that will enable radical breakthroughs and innovative and cost-effective solutions to the great technical, social and environmental problems of our time.”

**Will Steger**, who made the first confirmed unsupported trip to the North Pole with a team of eight people and 50 sled dogs in 1986, will be recognized not only for his numerous polar expeditions, but also for his deep understanding of the environment and his efforts to raise awareness of current environmental threats, especially climate change. Steger has been an eyewitness to the on-going catastrophic consequences of global warming. In 2007, utilizing the latest in web and communications technologies, students, educators and individuals will be able to travel along with Steger as he embarks upon his next expedition entitled, “To the Ends of the Earth.”

Another highlight of the evening will be the presentation of the Foundation’s first corporate award for balance, which will be presented to **Patagonia, Inc.** Patagonia will be recognized for its use of organically produced and recycled materials in its clothing line and its efforts to reduce its

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environmental footprint by incorporating energy-efficient lighting and heating systems and use of recycled building materials at its facilities. Patagonia uses technology to solve environmental problems, and believes there is a strong connection between protecting the environment and successful business.

### **Lindbergh Award Event Held at Minnesota History Center**

“The theme for this year’s Award Event is ‘Exploring Extreme Challenges,’” said Lindbergh Foundation President Marlene White. “Dr. Diamandis offers extreme challenges to society to explore innovative solutions to world issues and Will Steger, the first Minnesotan to receive a Lindbergh Award, is an explorer who goes to the extreme edges of the world to bring awareness to the challenge of climate change.” The Lindbergh Award Event is the Foundation’s only public fundraising and outreach event of the year. It will begin with a reception in the Great Hall overlooking the State Capitol and will feature a silent auction of unique, collectible and other exciting items. A few items up for auction include: a framed piece from the Ford Tri-motor, which Charles Lindbergh flew in Mexico and used to give Anne Morrow her first airplane ride; a model of the *Spirit of St. Louis*; and an item to be donated by Will Steger. The evening includes a lovely sit-down dinner and a gourmet dessert reception following the program, giving the audience an opportunity to visit with the Awardees, members of the Lindbergh family, and other special guests. Dr. Diamandis and Steger are both dynamic speakers and each will give a presentation. (Bios for Diamandis and Steger are attached.)

“The Minnesota Historical Society is pleased to host the Lindbergh Foundation’s 2006 Lindbergh Awards at the History Center,” said Nina Archabal, Society director. Noting that Steger has given many of his expedition artifacts to the Society, Archabal added, “Will Steger and Charles Lindbergh exemplify the passion for adventure that is a strong theme in Minnesota’s history.” Several of the items, including the sled that Steger used on his 1990 International Trans-Antarctica Expedition, will be exhibited at the History Center from May 18 through May 21.

For reservations and information about the May 19 event at the Minnesota History Center, please contact the Lindbergh Foundation office at 763/576-1596, or visit [www.lindberghfoundation.org](http://www.lindberghfoundation.org).

The Lindbergh Foundation is a public non-profit 501(c)(3) organization, based in Anoka, Minnesota, which strives to encourage and inspire present and future generations to work toward finding ways to improve the quality of all life through three major programs: Lindbergh research grants, the annual honorary Lindbergh Award, and a variety of educational programs, which are designed to bring life to, and engage others in, the Lindberghs’ passion for a balance between technological advancements and environmental preservation.



**Peter H. Diamandis, MD**  
X PRIZE FOUNDATION

As the Chairman and CEO of the X PRIZE Foundation ([www.xprize.org](http://www.xprize.org)), Peter is changing the way the world thinks about its problems and their solutions. The X PRIZE Foundation sees the potential in competition. He believes that challenges properly framed and inspired can unleash progress against the seemingly intractable grand challenges of our time. His first prize, the ANSARI X PRIZE was a \$10M private space flight competition that changed the way the world thinks about space. His goal is to now use his proactive prize model to enable heroes and technological breakthroughs in other areas including energy, the environment, genomics, nanotechnology, medicine and in the social arena.

Peter is also a pioneer and leader in the commercial space arena having founded or co-founded many of the leading commercial space companies opening the personal spaceflight industry including: Rocket Racing League ([www.xracing.com](http://www.xracing.com)); Zero Gravity Corporation ([www.gozerog.com](http://www.gozerog.com)) a commercial space company developing private, FAA-certified parabolic flight utilize Boeing 727-200 aircraft; and Space Adventures, Inc. ([www.spaceadventures.com](http://www.spaceadventures.com)), the company which brokered Dennis Tito and Mark Shuttleworth's flight to the International Space Station.

Peter is a graduate of MIT and Harvard Medical School and the winner of the Konstantine Tsiolkovsky Award, the Aviation & Space Technology Laurel, and the 2003 World Technology Award for Space. In 8th grade, while living in New York, Peter won first place in the Estes rocket design contest. Peter is also a trustee of the Foresight Institute.

## **WILL STEGER**

### **Polar Explorer, Environmental Educator, Writer, and Photographer**

Will Steger is a formidable voice calling for understanding and the preservation of the Arctic, and the Earth. Best known for his legendary polar exploration, Steger has traveled tens of thousands of miles by kayak and dogsled over 40 years, leading teams on some of the most significant polar expeditions in history. But what distinguishes Will Steger is his tireless conviction to take his eyewitness accounts and experiences from these explorations and share them with others, in order to better themselves and the environment.

**The Will Steger Foundation** — 61-year-old Steger has recently formed the Will Steger Foundation, with a personal and professional commitment to foster leadership and cooperation in environmental education and policy. Steger has been face-to-face with what we now know to be the gravest environmental threat of our time - global warming. Thus the Foundation's first initiative, Global Warming 101, will engage and empower individuals and policy-makers to translate their concern into action on this critical issue. His non-partisan, solutions-oriented, and visionary approach resonates across all generations and forms the basis of the Foundation's efforts.

**Exploration** — While satellites can show us the remotest corners of the planet, we need explorers to truly see and experience what is out there for us – both the dangers and the possibilities. Steger has a record of unprecedented firsts to his name - the first confirmed dogsled journey to the North Pole without re-supply (1986), the 1,600-mile south-north traverse of Greenland (the longest unsupported dogsled expedition in history in 1988), the first dogsled traverse of Antarctica (the historic seven month, 3,471-mile International Trans-Antarctica Expedition in 1989-90), and the first and only dogsled traverse of the Arctic Ocean from Russia to Ellesmere Island in Canada (1995). In 2007 Steger embarks on two expeditions, "To the Ends of the Earth," as experiential tools in his Global Warming 101 initiative.

**Educator** — Education is a part of everything Will Steger undertakes. He received his B.S. in Geology and M.A. in Education at what is now the University of St. Thomas, St. Paul, Minnesota, and taught science for three years at the secondary level. In 1970, he moved from his birthplace in suburban Minneapolis to the wilderness north of Ely, Minnesota. There he founded a winter school and for ten years created outdoors programs using dog teams and skis as a means of travel. But he knew he needed to move beyond the classroom or small-group setting to make the kind of educational impact that he felt was necessary. His unique ability to blend extreme exploration with cutting-edge technology, have allowed him to reach millions of people around the world, under some of the most hostile conditions on the planet and be a pioneer in online education. He may travel using primitive methods, but his expeditions take place at the frontier of the information age. Over 20 million students followed the 1995 International Arctic Project via on-line daily journal entries and the first-ever transmission of a digital photograph from the North Pole.

**Accolades** — Will Steger has received worldwide recognition and numerous honors for his record-setting explorations and interactive educational initiatives. Steger joins Amelia Earhart, Robert Peary, Roald Amundsen and Jacques-Yves Cousteau in receiving the National Geographic Society's prestigious John Oliver La Gorce Medal for "accomplishments in geographic exploration, in the sciences, and for public service to advance international understanding" in 1995. He is the only recipient to be nominated in all three areas. In 1996 he became the National Geographic Society's first Explorer-in-Residence and received the Explorers Club's Finn Ronne Memorial Award in 1997.

**Photographer and Author** — Steger's highly acclaimed articles and spectacular photographic images have been published and appreciated worldwide, including in *National Geographic* magazine. He is the author of four books: *Over the Top of the World*, *North to the Pole*, *Crossing Antarctica* and *Saving the Earth*.

**Environmental Ambassador** — Steger is a recognized authority on polar environmental issues, and ceaseless advocate for the Earth's well being. He has been invited twice to testify before the United States Congress on the issue. To help advance the understanding of humanity's role and impact on the environment, Steger founded the Global Center of Environmental Education at Hamline University, St. Paul, Minnesota, and the World School for Adventure Learning at the University of St. Thomas in 1993.

The son of parents that nurtured a sense of adventure in their boy, Will Steger continues to inspire and

motivate generations of people to make decisions based on their personal values and live their lives with the same sense of adventure.

## Lindbergh Foundation Backgrounder

The Lindbergh Foundation is a public non-profit 501(c)(3) organization, based in Minnesota, which strives to encourage and inspire present and future generations to work toward improving the quality of all life by balancing our technological advancements with the preservation of our environment.

The Lindbergh Foundation pursues its mission through three major programs:

- **The Lindbergh Award** ~ Annually, the Foundation presents its honorary Lindbergh Award for individuals who have made significant contributions toward the balance between technology and nature in their work.
- **Lindbergh Grants** ~ in amounts up to \$10,580 (the cost of building the *Spirit of St. Louis* in 1927), are given to individuals whose proposed research or education projects will make important contributions to the technology/environment balance;
- **Educational Programs and Publications** ~ centered on the balance theme.

One of the Lindbergh Foundation's core values is to honor individual initiative and accomplishment in researchers, scientists, and explorers. In doing so, the Lindberghs, who were each outstanding individual contributors to society – through aviation, writing, and environmental conservation, are also honored. Unquestionably, Charles Lindbergh is best known for his historic New York-to-Paris flight in the *Spirit of St. Louis*. It is much less known that the Lindberghs held a unique perspective on the Earth stemming from Charles' boyhood growing up on the banks of the Mississippi River outside Little Falls, Minn., his barnstorming days in the early 1920s, and the survey flights around the world he and Anne pioneered in the 1930s. Over the years, the Lindberghs witnessed enormous changes in the land, sky and water in the name of progress. Their concern for the environment became the basis upon which the Foundation was established.

Friends of the Lindberghs at The Explorers Club in New York City established the organization in 1977 (the 50<sup>th</sup> anniversary year of Charles Lindbergh's historic New York-to-Paris flight). General James H. Doolittle and Astronaut Neil Armstrong led the national fundraising campaign for the fledgling organization.

For more information, visit [www.lindberghfoundation.org](http://www.lindberghfoundation.org).

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**EDITORS NOTE:** Photos of Diamandis and Steger are available electronically at <http://www.lindberghfoundation.org/events/thisyear.html>