

## The Original Ice Challenge



### 1. Read about Radio Luxembourg's ice challenge.

In 1958, Radio Luxembourg challenged anyone in the world to take a 3000 kilogram block of ice from the arctic circle to the equator. They offered 100,000 francs (about \$16, 000) for every kilo of ice that arrived at the equator. This meant that if the whole block of ice arrived unmelted, the radio station would have to pay about 50 million dollars for it. There were only 2 rules: no refrigeration, and no aeroplanes. This challenge resulted in a lot of publicity, and soon a Norwegian company called “Glassvatt” accepted the challenge.



### 2. You are going to watch the first five minutes of *Taking Ice through the Sahara Desert: The \$48 Mil. Challenge*<sup>1</sup>, a video about the subject above. Before you watch, discuss the following questions with a partner.

- Do you think it would be possible to transport a block of ice from the arctic circle to the equator without refrigeration or aeroplanes?
- If you had to attempt the same challenge, how would you go about it?
- What type of company do you think Glassvatt is? What do you think they make?

<sup>1</sup>[https://www.youtube.com/watch?v=I2J1c1RWUak&ab\\_channel=SideNote](https://www.youtube.com/watch?v=I2J1c1RWUak&ab_channel=SideNote)



3. The video contains the words in green box. Place the words in the sentences below.

sponsor	fuel	destination
mayor	pleasant	insulation

- a) The plane is leaving from Berlin, and the ..... is Heathrow airport.
- b) The ..... of the city decided to increase taxes on small businesses.
- c) He gets a lot of money from his main ....., Red Bull.
- d) My house is freezing in winter, I don't think it has very good .....
- e) We need to stop at a petrol station, we're running out of .....
- f) The weather in spring is warm and the atmosphere is .....



4. Watch the first five minutes of the video and answer the questions below.

- a) Did Radio Luxembourg expect anybody to attempt their challenge?
- b) Why did the director of Glassvatt decide to continue with the challenge even after the radio station retracted their offer?
- c) Name two companies that sponsored the journey, and what did they provide?
- d) What other cargo was the truck carrying aside from the ice?



5. Before you watch the second half of the video, discuss the questions with a partner.

- How much of the 3050 kilograms of ice do you think will be left by the time the team reaches Libreville? Estimate in kilos
- Africa was a very dangerous part of the journey for the crew. What do you think some of the dangers they faced were?
- The people of Libreville were very excited by the ice. Why do you think this is?



6. The video contains the words in green box. Place the words in the sentences below.

threat	flat tire	guerrilla
publicity stunt	eventually	hospitable

- a) Dehydration is always a ..... in the desert.
- b) The people on the island are friendly and .....
- c) The politician went skydiving as a ....., hoping people would vote for him.
- d) We had to go to a mechanic because we had a .....
- e) Even if you're fit, you can't run forever. .... you'll get tired.
- f) The government has been fighting ..... forces in the jungle.



7. Watch the last five minutes of the video and answer the questions below.

- a) Why was the Sahara area so dangerous for the crew?
- b) What advice did the French Foreign Legion give to the crew?
- c) What did the crew give to the camels?
- d) How much ice melted during the journey?
- e) What happened to the ice at the end of the journey?
- f) Why did the crew refuse to have dinner with the French president?
- g) What did you think of the video? Was there anything that surprised or confused you?



8. Homework/Optional task: In your own words, write the story of The Radio Luxembourg Ice Challenge.

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