

## 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

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



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

- Did Radio Luxembourg expect anybody to attempt their challenge? *No*
- Why did the director of Glassvatt decide to continue with the challenge even after the radio station retracted their offer? *For the publicity*
- Name two companies that sponsored the journey, and what did they provide? *Shell provided fuel and Scania provided the truck.*
- What other cargo was the truck carrying aside from the ice? *Medicine.*



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?



5. Place the words in the green box in the sentences below.

|                 |            |            |
|-----------------|------------|------------|
| threat          | flat tire  | guerrilla  |
| publicity stunt | eventually | hospitable |

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



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

- a) Why was the Sahara area so dangerous for the crew? *Because of Guerrillas in the area*
- b) What advice did the French Foreign Legion give to the crew? *To keep driving no matter what, even if they had a flat tire.*
- c) What did the crew give to the camels? *Water from the ice.*
- d) How much ice melted during the journey? *336 kilograms or 11%*
- e) What happened to the ice at the end of the journey? *It was given to the people of Gabon, and was also served in cocktails in Norway.*
- f) Why did the crew refuse to have dinner with the French president? *Because he would only have dinner with them if they drove back to France.*
- g) What did you think of the video? Was there anything that surprised or confused you?



7. Homework/Optional task: In your own words, write the story of The Radio Luxembourg challenge.

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