

PRESS RELEASE

LIVE TO TELL THE TALE!

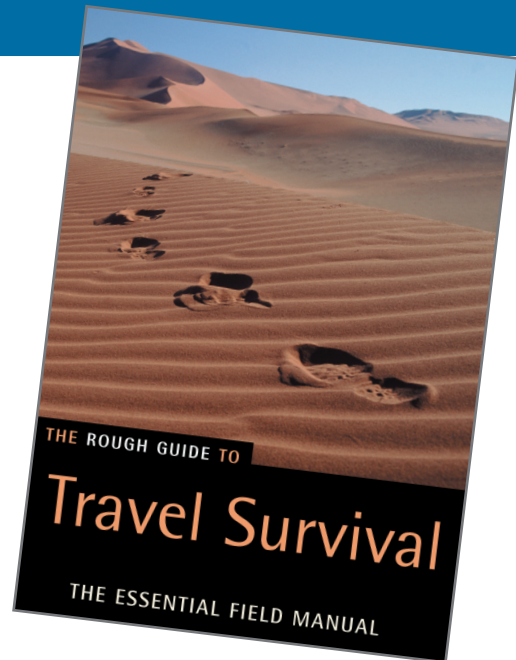
WITH THE NEW ROUGH GUIDE TO TRAVEL SURVIVAL: THE ESSENTIAL FIELD MANUAL

We're all natural survivalists, hard-wired with basic survival abilities we rarely test. But a few simple guidelines will help you greatly increase the odds of making the right decision at the right time. This new Rough Guide gives you that guidance, and a mass of useful advice about keeping safe when travelling.

The author, Doug Lansky, is a global nomad, who has spent the last decade travelling the world and learning, by luck and experience, how to stay well from the Arctic to the Zambezi. The Rough Guide to Travel Survival came out of his realization that there was no easy-to-follow book for helping travellers stay out of trouble, one that they could carry on their trips and consult when needed.

"Whether you're visiting a politically unstable country, hiking in a remote region, or just find yourself in an unexpectedly dire situation in the course of regular travels, knowing how best to react can make the difference between life and death" says Lansky. "Personally, I always try to avoid unnecessary risks. But the ones I haven't avoided have included a bus accident in Namibia, a close call with a machete in Colombia, and being run over by a car in Thailand. All of which, frankly, could happen to anyone, almost anywhere. And I've had my share of bugs, too. Both medical and of the edible insect variety – very high in nutrients if you know which ones to go for."

The Rough Guide also includes dramatic accounts of adventures that went wrong and



PREPARATION: Including safety, tour operators and insurance

TRAVELLING SAFELY: Including robberies, harassment and public transport

ARCTIC AND MOUNTAIN SURVIVAL: Including frostbite, glaciers, shelter and bears

DESERT SURVIVAL: Including water, driving and scorpion stings

JUNGLE SURVIVAL: Including staying dry, building an A-frame – and which insects to eat

SURVIVAL AT SEA: Including sharks, dehydration – and catching seagulls

DANGER ZONES AND TROUBLE SPOTS: Including kidnappings and landmines

NATURAL DISASTERS: Including tsunamis, forest fires and hurricanes

APPENDICES: Including field medicine, navigation and basic phrases

how the people involved survived – in most cases. These include a mountain plane crash, being lost in the Sahara, capsizing on a remote Amazon tributary, and being shipwrecked.

Many of the world's top survival experts have contributed their wisdom and experience to this book, including Robert Young Pelton (author of *The World's Most Dangerous Places*), Centurion Risk Assessment's Paul Rees (who trains BBC, AP and Reuters journalists in danger zones), and Wilderness Medical Associate's director Dr David Johnson.

From basic travel preparation, to what to do if it all goes badly wrong, the *Rough Guide to Travel Survival* has it covered.

The Rough Guide to Travel Survival: The Essential Field Manual

NEW TITLE

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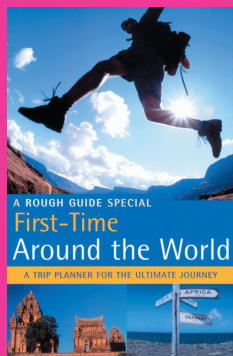
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Review copies of Doug Lansky's best-selling *Rough Guide Special, First Time Around the World* are also available on request



Random acts of kindness

A passerby asks you if you have change for a large note, asks for directions or offers to hold your bag for you. Once you've handed them your bag or opened your wallet, your valuables are as good as gone.

How to avoid: When you ask for assistance, chances are you're going to find some lovely, helpful people. When you get approached, you need to be somewhat suspicious.

Pay it later scam

Your taxi driver tells you not to worry about the price, or the meter, that you'll work it out later. Then, upon reaching your destination, he stings you for many times the actual fare.

How to avoid: Ask a local the going rate for a particular journey before you find a cab so you know roughly what it should cost. Always agree on a price before getting into the taxi, or make sure the meter is on. If it's too late, do take down the driver's ID number and name so you can report him. Unofficial local tour guides have been known to practise this technique as well.

Gem scam

A merchant gives you a "great deal" on some uncut gems that he tells you can be resold back home for several times the price. He even offers to throw in the office but the gems never make it to you back home, or they arrive but turn out to be worthless glass.

How to avoid: There are great gem deals, but knowing how to find them takes a professional eye and knowledge of world markets. Don't get involved unless you know exactly what you're doing. If you decide to buy gems, do it into your country before allowing your to claim them.

For women: avoiding harassment

Dress conservatively. Even if your attire is not racy by your own standards, it might send out the wrong signals. Shorts, short skirts, tank tops, and tight-fitting clothes are likely to denote you as promiscuous in certain parts of the world. Cover your legs and shoulders and keep the clothing baggy.

- **Avoid direct eye contact.**
- **Wear a wedding ring.** Preferably a simple, cheap-looking one. If you're alone, you'll need a story to go with it – something about your husband and children coming to meet you in a day or two.
- **Consider a subtle hairstyle.** A short cut and dark colour draw less attention to yourself. A simple hat is a good way of hiding your hair.
- **Address or forget remarks.** Simply ignore rude remarks, cat calls and pinches and keep walking or react with clarity and confidence (think drill sergeant) and tell them you don't like it.
- **If you get followed, head into a nearby bus stop or police station and tell the owner.**
- **Don't sit at the back of the bus or train.** Pick a seat near other women or a family.
- **Make sure you wear shoes that allow you to run.**

Surviving a mugging/attack

- **Be cooperative.** Don't assume they aren't armed just because you can't see a weapon. Your life is worth more than anything you may have in your pocket, you might, however, ask to keep your driver's license or other "valuable" cash.
- **Be graceful.** Try to find a little extra money or trinkets that an attacker may have overlooked; this cooperation could help prevent things getting violent.
- **Run.** Most thieves will

▲ If you feel it all unsafe, stay alert and walk on the outer edge of the crowd, ideally, giving you a greater field of vision.

Arctic and mountain survival

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Arctic and mountain survival

Just because Eskimos aren't whizzing by on dog sleds, and you're not climbing ice walls with crampons and oxygen, doesn't mean you're not at risk from arctic conditions. Technically an "arctic" area is a region where the mean temperature of the warmest month isn't higher than 10°C; there's total darkness or just a few hours of daylight in the winter, and swarms of insects and melting snow that turns tundra into bog in the summer. But the survival information in this chapter will also apply to travellers in less extreme conditions. Many incidents occur on day hikes on mountains when people head out with little more than a t-shirt and wind jacket. An unexpected storm makes it easy to lose the trail, and an injury as simple as a twisted ankle can create serious problems even for experienced hikers.

If nothing else, make sure you bear in mind these basic rules to live by in the arctic:

- Keep clothing dry.
- Shelter yourself with thick insulation.
- Move to keep warm.
- Keep hydrated.
- Build a fire if you can.

Perceived temperature

Wind speed	Temperature °C										
	4	-1	-7	-12	-18	-23	-29	-34	-40	-46	-52
8kph (2m/s, 5mph)	2	-4	-9	-15	-21	-26	-32	-37	-43	-49	
16kph (4m/s, 10mph)	-1	-9	-15	-23	-29	-37	-43	-49	-55	-61	
32kph (8m/s, 20mph)	-7	-15	-23	-32	-37	-46	-54	-62	-69	-77	
48kph (13m/s, 30mph)	-12	-18	-29	-34	-46	-54	-62	-71	-80	-89	

Temperatures at which skin may freeze within 1min.
Temperatures at which skin may freeze within 30 seconds.

If you are in the water

1. **Bandage wounds and cover jewellery.** Bleeding, shiny objects, urine and feces will attract sharks, so try to bandage any wounds and cover jewellery.
2. **Watch the shark.** Large circles mean curiosity. Sharp turns and tight circles mean an attack may be imminent.
3. **Bluff aggression.** Swim towards the shark with confident strokes. If it is not deterred, slap the water with the palms of your hands and shout underwater.
4. **Fend off with your feet.** Try to kick or punch the shark's snout. If there are others in the water, form a tight circle with locked arms and feet pointing outwards.
5. **Go for the eyes and gills.** Try to insert your fingers or punch at them.

In a raft

1. **Stop fishing.** If you see sharks in the area, cut loose any fish you have on the line that you can't land in a few seconds.
2. **Keep hands, feet and sea anchor inside the boat.**
3. **Use a bucket for a toilet.** Keep waste onboard until sharks are gone.
4. **Slap on our against the water.**
5. **Hit the shark.** Use anything you have if it gets too close.

Riding out a storm

- **Keep the raft balanced.** Distribute the weight of passengers evenly around the edges of the boat.
- **Lengthen the sea anchor.** If there's more than one raft, lengthen the lines between rafts slightly.
- **Make ready an extra sea anchor.** Just in case the main one breaks.
- **Brace for each wave.** Find a good grip on the boat and keep your head down when the wave hits.
- **Use wind for re-entering boat.** If you fall out, re-enter with the wind at your back. Or wait for a wave to lift you up before pulling yourself into the raft.

Righting a raft that flips

1. **Find the safety line or sea anchor.** Feel around the edge of the capsized raft, making sweeps with your arms or foot underneath.
2. **Heave the boat.** You want the spot on the boat where the sea anchor/safety line is attached to be on the upwind side.
3. **Draw the rope across the bottom of the boat** (which is currently facing upwards).
4. **Climb up on the capsized raft.** Use the wind and waves to help you.
5. **Stand on the downwind end.** Pull on the rope until the wind catches and helps flip it.