

VIBE THE WAVE



Welcome to The Vibe Tribe



Email us to discuss
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More Information
www.vibethewave.com

Meet the Team



Grace Gilbert

Performance & Nutrition
Lead

The triathlete, endurance sport nutter... set her a task and she'll complete it, believer that anything is possible and you gotta dream big!

Grace has zero rowing experience, with a preference for being in the water swimming rather than on the water.

With a strong endurance CV including Marathon des Sables (twice), Ironman World Championships in Kona Hawaii, multiple ironman podiums, Kilimanjaro, cycled John O'Groats to Lands End, Team GB AG Triathlete and the Ironman 70.3 World Championships in August 2023, the row seemed like the next big thing!



Maddie Difazio- Wright

Skipper

Passion and adventure queen, with enthusiasm for days and an ambition to catch a fish mid ocean! The one who started river rowing, and quickly transitioned into ocean rowing! Enthusiasm for days - no task is too big!

Maddie has an insatiable hunger to learn and compete, and the row is the perfect platform for her to thrive.

She has paddle boarded down the Amazon, and is always looking to bring the best out of her team mates. As skipper, she is the perfect person to lead the girls across the Atlantic.



Grace "G" Pybus

Navigation Lead

Boaty McBoat Grace, the sailor amongst us and lover of the sea; if it floats, she's sailed it! The even keel to our trio and navigator extrodianaire.

Grace, or better known to the crew as G, has a wealth of boating and sea knowledge coupled with a thirst for adventure... she has reached Everest Base Camp and the row has been on her radar since 2018!

She is laid back, strong willed and has a heart of gold. She is our dark horse within the crew, and secretly quite competitive! G will guide our way across the ocean, and provide hugs a plenty!

Our Mission



LIVE THE ADVENTURE

Our Mission:

"To thrive in the adventure, rise to the challenge, have fun, work as a team with true spirit to overcome obstacles and inspire big dreams."



Objectives

MISSION OBJECTIVES

- **Inspire women and girls to participate in sport**
- **Highlight issues around sustainability and ocean plastic pollution**



We are three ordinary girls, who are hoping to achieve the extraordinary, with little rowing experience, but enthusiasm for days, a hunger to learn, challenge ourselves and be humbled in the process, as well as driving home serious messages such as sustainability and self belief.

We want to inspire other women and girls to be driven by adventure and say yes to things that excite them (maybe even scare them a little) and find the freedom and exhilaration that adventure can bring and how this can translate into encouraging women and girls to be more confident and believe in themselves... and frankly that we can do anything!

Additionally we are hoping to have a "sustainable" crossing; we are using a second hand boat to recycle materials and avoid any unnecessary manufacturing and carbon output associated with making a new one, we will be limiting our use of single use plastics during the crossing, we will be using only solar power to run our batteries, women power to pull on the oars, and we are also hoping to collect ocean plastic along the way to highlight the issues surrounding climate change and our ocean plastic pollution.

The Challenge

THE WORLD'S TOUGHEST ROW - ATLANTIC

The task ahead comprises 3,000nm of ocean rowing from La Gomera to Antigua.

Unassisted, unsupported and is deemed the Worlds Toughest Row.



The girls will be rowing 3 hours on, 3 hours off for between 40-50 days. 3,000 nm is the equivalent of 115 marathons, totally woman powered by pulling on the oars, NON-STOP!

They will take on average 1.5 million strokes, burn over 5,000 calories a day (each), consume 5L of water a day. They will battle bum sores, hand blisters, sleep deprivation, storms, 40ft waves, sea sickness and no home comforts (did we mention there is no toilet on board?!)

It is the ultimate test of physical and mental strength, determination and resilience.

More people have been to space than rowed an ocean....

More people have summited Everest than have rowed an ocean...

This is not for the faint hearted!

Why Sponsor Us

HELPING US GET TO THE START LINE

Will help us achieve our mission and objective.

It will allow us to inspire women and girls to "say yes" to things they otherwise wouldn't put themselves forward for.

EMPOWERING WOMEN & GIRLS:

If we can cross an ocean, with no prior experience but a willingness to learn and try, then you can do anything you set your mind to as well!

RAISING AWARENESS OF OCEAN PLASTIC POLLUTION & SUSTAINABILITY:

We sustainable initiative within our campaign and engaging with sustainable companies to partner with (b-corp registered). We will highlight issues around climate change and how marine ecosystem is being damaged.

THRIVE IN ADVENTURE:

We are wholeheartedly inspired by adventure and driven by the journey and the process as opposed to the final time and results of the race...why you ask? Because there is so much more than can be achieved along the way if you just look up and enjoy the ride. We are using the row as a platform to encourage people to break the mould, take perspective and enjoy the moment.



The Benefits

WHAT DO YOU GET OUT OF IT

The row engaged audiences of over 3 billions people worldwide, with coverage on CNN, BBC, ITV, The Telegraph, The Times, The New York Times, SkySports and CNBC.

There is extensive coverage on both social and digital channels including:

- 178m+ organic impressions on Facebook
- 93k impression on instagram per month
- 1.5m impression on youtube
- 718k impressions on twitter

EXPOSURE:

In 2020/2021, the [Talisker Whisky Atlantic Challenge Race Report](#) recorded an overall audience reach of 121,450,200 and 52,600,000 people. This included:

- 223+ individual Television broadcasts, 248 hours of coverage and 15,100,000 viewers
- 2,105 unique press articles and 21,600,000 people reached in print
- 4,236 digital placements and 11,250,000 followers reached



Our Charities

**BY GETTING US TO
THE START LINE, IT
ENABLES US TO
FUNDRAISE FOR OUR
CHOSEN CHARITIES**

**Once we start the row on 12th
December 2023, we will be
fundraising for our chosen charities.
We can only do this IF we get to the
start line, and for that we need YOUR
HELP!**

OUR CHARITIES:

- **The John Radcliffe Hospital (Oxford)
Neuro Intensive Care Unit**
- **Kidney Wales**
- **Empire Fighting Chance**
- **Lyme Disease UK**

**For more information please go to ur justgiving page(s):
<https://www.justgiving.com/team/vibethewave>**

