

# RIDE FOR THE CAUSE



FROM 30<sup>TH</sup> AUGUST  
TO 2<sup>ND</sup> SEPTEMBER 2018  
PIERRIER BEACH, MONTREUX



**DO GOOD,  
FEEL GOOD!**

**FUN \* RESPONSIBLE \* INVOLVED**





ARE YOU LOOKING TO GROW YOUR COMPANY'S CORPORATE  
SOCIAL RESPONSIBILITY? OR PERHAPS YOU'RE LOOKING FOR AN ORIGINAL IDEA  
FOR A TEAM BUILDING ACTIVITY?

THEN JOIN THE RIDE SOCIETY WITH RIDE FOR THE CAUSE! RIDE SOCIETY,  
SHARE THE CAUSE

*Ride  
Society*  
*Partagez La Cause*

**RIDE  
FOR THE  
CAUSE**

## TEN YEARS!

To celebrate its 10th anniversary, R4tC is inviting companies to join the Ride Society. An original concept for raising awareness about environmental and educational issues through fun, nature, and surfing, it's the perfect opportunity to arrange an extraordinary team building activity!

There will be three sessions set up throughout the day. The third session can be replaced by a different activity that you organise yourselves within the context of your team building outing, if you feel this would suit you better.

## WHAT WE OFFER

In teams of four, your company's staff members will be given the chance to demonstrate their Stand Up Paddle (SUP) skills in three styles: individually, on a 4-person board, and on an 8-person board.

The day will come to a close towards the end of the afternoon, with a conference delivered by one-of-a-kind adventurer, Chris Bertish. This event is aimed at everyone, whether your colleagues are paddle fans or not.

Instructors will be on site to help those new to the world of SUP.





## YOUR COMPANY IS SURE TO BE SEEN:

- Logo on the Ride Society page of the [R4TC.org/society](http://R4TC.org/society) website;
- Official "Ride Society" t-shirts for all of your team members, bearing your logo only;
- The Ride Society Wall of Fame\* – companies who dive right in for education and the environment;
- 2 Facebook publications on the R4tC page, with your company tagged;
- 2 Facebook lives on the day of the event;
- Official photos, free from copyright (Ride photographers), to document you and your colleagues' participation in the Ride Society;
- Open access to the official film of the day, produced by R4tC.

\*Each team member will have their picture taken in front of a logo wall.

## INTERESTED? CONTACT US AT [HELLO@R4TC.ORG](mailto:HELLO@R4TC.ORG)



## COMPANY TEAM: CHF 3,000.-

One third of this fee goes towards participation costs for a team of 4 people. CHF 2,000.- is donated to educational and environmental projects.

## THE PARTICIPATION COSTS INCLUDE:

- Participation costs for a team of 4 people
- Stand up paddle
- Lunch
- 4 official "R-Society" t-shirts bearing your logo only
- 2 drinks per person
- Free access to the relaxation area
- Free entry to the conference by Chris Bertish.

## PROGRAMME:

(subject to change):

### Friday 31st August

10.30am	Welcome
11am - 1pm	Sessions 1 and 2
1pm - 2pm	Lunch
2pm - 3pm	Session 3
3.30pm - 4.30pm	Conference
5pm	End of the day







GUEST

**Chris Bertish**, is a Big Wave Surfing Mavericks champion; Stand up Paddle Boarding Guinness World Record Holder and Ocean Pioneer. He recently redefined the concept of Extreme Adventure by becoming the first person ever to Stand Up Paddle across any ocean. Defying all odds, Chris paddled 7500km – solo, unsupported and unassisted – for 93 days, across the Atlantic Ocean from Morocco, Africa to Antigua in the Caribbean.



# CHRISBERTISH IMPOSSIBLE

INSPIRING · PASSIONATE · MOTIVATIONAL · COURAGEOUS



"NOTHING IS IMPOSSIBLE, UNLESS YOU BELIEVE IT TO BE..."

*Chris Bertish*



*Chris is world renown for surfing waves the size of triple story houses and for taking on extreme challenge's such as Stand Up Paddleboarding across the Atlantic.*

*This is what Chris does...*

*but the reason WHY he does it, leaves us with a beautiful story...*

Chris Bertish is as comfortable in the water as he is on land. Which is one reason he achieves things in extreme ocean conditions that most ordinary people would consider impossible. Another reason is his attitude. In Chris' world, there is no such thing as "can't" or "impossible". He has simply banned the words from his vocabulary.

This in itself is remarkable, because Chris is not a full-time professional athlete, but a regular working guy. Which means he had to balance his raw talent and big wave ambitions with a healthy dose of pay-the-rent realism. Chris created his own opportunities to pursue his dreams, running his own small business while he did the tough training. There was plenty of opportunity to get despondent and give up. But Chris never did.

**"YOU WERE EVERYTHING WE COULD HAVE ASKED FOR AND MORE! THE RESPONSE WAS OVERWHELMING...YOU ARE A SPECIAL HUMAN BEING!"**

*Steve Harden-Southern Wines GM, California, USA*





**"EVERYONE IS JUST RAVING ABOUT YOUR TALK. YOUR STORY IS TRULY OUTSTANDING AND IS TOLD WITH HUMILITY, INSIGHT AND HUMOUR, WHICH IS WOVEN INTO A SPELL BINDING NARRATIVE. AS A MOTIVATIONAL TALK, I CANNOT FAULT IT!"**

*Paul Boynton, Alternative Investments Manager, Old Mutual Investment Group*

Chris faced the most frightening waves on the planet, competing against the world's top sponsored professional athletes. Unlike them, he paid for himself to get there – no small feat when you come from a town on the tip of Africa, which is about as far from most Big Wave spots as you can get.

His tale of overcoming obstacles to get half way around the globe for the Mavericks competition final has audiences clinging to the edge of their seats!

This is not the story of a sponsored glory-boy given every opportunity to rise to the top of big wave surfing and ocean adventure sports. It's the tale of a young man with huge amounts of courage, ambition, focus, self-belief, never-say-die-optimism and a steely determination to achieve greatness.

Chris beat the odds and won the Mavericks Big Wave international event in 2010, in the biggest and scariest waves ever surfed in competition, on borrowed equipment, as his boards never made the connecting flight.

He went on to break a string of world records paddling on his SUP to raise money for charities like the Cancer Association, Lunchbox Fund

and the Miles for Smiles organisation, for which he is an Ambassador.

He has set multiple world records, two in 2013 for fastest English Channel crossing and the first ever Source to Sea adventure over four consecutive days with less than six hours sleep. In 2014 he set a new Guinness World Record for the 12hour Open Ocean distance record. Next year, he aims to be the first person to SUP paddle, solo across the Atlantic Ocean.

Over the past 5 years, Chris turned his talents to telling his exciting story, becoming a motivational/inspirational keynote speaker. He travels the world inspiring audiences to believe that, with the right hard work, self-belief, focus and never give up attitude, they too can achieve great things.

He has a motto that captures this attitude: "Dream it, see it, believe it, achieve it."

It really is that simple. If you truly believe in something, set your sights on your goal – no matter how big – work hard at it, stay focused, determined and never give up, you can achieve anything.

And when Chris leaves the stage, his audiences believe it too.

**"CHRIS BERTISH CLAIMS TO BE AN ORDINARY PERSON HOWEVER HIS STORY IS NOTHING SHORT OF EXTRAORDINARY. HE KEPT THE AUDIENCE RIVETED AND AWE INSPIRED AT THE POWER OF THE HUMAN SPIRIT TO OVERCOME OBSTACLES AND HIS PURE DETERMINATION AND WILL TO SUCCEED."**

*Jason Rade-Senior Events Manager, The Eventful Group*



## TESTIMONIALS

"You were everything we could have asked for and more! The response was overwhelming... Amazingly inspiration. You are a special Human Being!"

***Steve Harden, GM, Southern Wines, California, USA 1000 delegates***

"Everyone is just raving about your talk. Your story is truly outstanding and is told with humility, insight and humor, which are woven into a spellbinding narrative. As a motivational talk, I cannot fault it!"

***Paul Boynton, Alternative Investments Manager, Old Mutual Investment Group***

"Fantastic, truly fantastic, everyone was so inspired and thoroughly enjoyed your talk."

***Vivianne Pagani-Events Co-ordinator/Manager, Southern Charter - Wealth Managers***

"Chris's story is inspiring, extraordinary and unique; the sold out audience was captivated from start to finish."

***Ashleigh Flemming: Marketing/Events Manager, One&Only Hotel Group***

"Your Talk was incredibly inspiring and hit all the main key points for the event. Truly amazing!"

***Valerie Junger, Vice President, Model N- Silicon Valley, USA***

"Chris is a remarkable example of how important mental control is in order to overcome great obstacles and utilizing the 'Power of the mind' to show that nothing is essentially Impossible."

***Prof. Tim Noakes, Founder Sports Science Institute***

"Chris shared his personal story which was extremely inspirational to all the agents at our Conference. I believe every person in the room walked away feeling that they could conquer the challenges that lay before them. He was engaging and had their full attention for the whole duration of his presentation."

***Anna Davis - Marketing Manager, Pam Golding Properties***

Chris Bertish claims to be an ordinary person however his story is nothing short of extraordinary. He kept the audience riveted and awe inspired at the power of the human spirit to overcome obstacles and his pure determination and will to succeed."

***Jason Rade- Senior Events Manager, The Eventful Group***

"We had 45 delegates for our annual Sales Conference in June 2013. Chris gave an awe-inspiring account of what it takes to make impossible, possible. His commitment, tenacity and passion were infectious and the team continuously referenced him over the next few days of the conference. We found him to be very 'real', totally relevant and in line with our strategy going forward."

***Gary Van Rooyen, GM, New Balance***

"Chris's talk about achieving our own goals was truly fantastic. My team found it engaging and inspiring, linking in all our key focused messages, while leaving a lasting impression and fuelling a higher level of confidence and motivation to take on the challenges we face going forward"

***Alexander Anson-Esparza- Head of Marketing-Clicks Group***



"CHRIS IS A REMARKABLE EXAMPLE OF HOW IMPORTANT MENTAL CONTROL IS IN ORDER TO OVERCOME GREAT OBSTACLES AND UTILIZING THE 'POWER OF THE MIND' TO SHOW THAT NOTHING IS ESSENTIALLY IMPOSSIBLE."

*Prof. Tim Noakes,  
Founder Sports Science Institute*



## SPEAKING TOPICS

**IMPOSSIBLE - THE MAVERICKS BIG WAVE STORY**  
**CONQUERING YOUR FEAR & DEALING WITH CHANGE**  
**PREPARED FOR ANYTHING**

## ACHIEVEMENTS

XXL Swell.com Award-Biggest Wave paddled in the World in 2000  
First person to paddle in at Jaws- Peahi-Hawaii 2001  
Red Bull Big Wave Africa- 3rd place 2007  
Nellscott Big Wave event, Oregon, 2009 3rd place  
First person to SUP Nellscott Reef, Oregon, 2009  
Mavericks Big Wave Invitational- Half Moon Bay, California-Winner 2010  
Nellscott Big Wave event, Oregon, 2010, 2nd place  
First person to SUP Dungeons, 2010  
First person to surf Seal Island 2010  
South African Surfing Awards, Pushing the Boundary Award 2011  
Big Wave World Tour-3rd place finish- 2011, after only surfing 3/5 events)  
Eddie Invitational Big Wave Classic, Oahu, Hawaii 2011  
SUP World Championships, Peru Feb, 2012 9th place Distance  
TEDx and Global International Motivational Speaker 2012 /20 13  
ISA World SUP Championships, Peru 2013 6th place  
World first 325km unsupported/unassisted SUP up West Coast Africa, Jan 2013  
Mavericks Big Wave Invitational California, 7th 2013  
Nominated for the Nagjar, South African Adventurer of 2013  
First Source to Sea- River Thames:England (Run20km/Paddle 243km/Cycle 42km)-Aug 2013  
New English Channel World Record: SUP- 5h:26.03 mins Sept 2013  
Runner up- Adventurer of the Year Award- Global SUP Awards: USA-Oct 2013  
New Open Ocean World Record: SUP 12 Hour Record-130.10km Dec 17 2013  
Global SUP Awards- Runner up Award: Adventure Expedition of the year-2014  
Adventurer of the Year Award-2014 (Nightjar People's Choice)