



# THE ULTIMATE ADVENTURE

G'day Gibbsters,

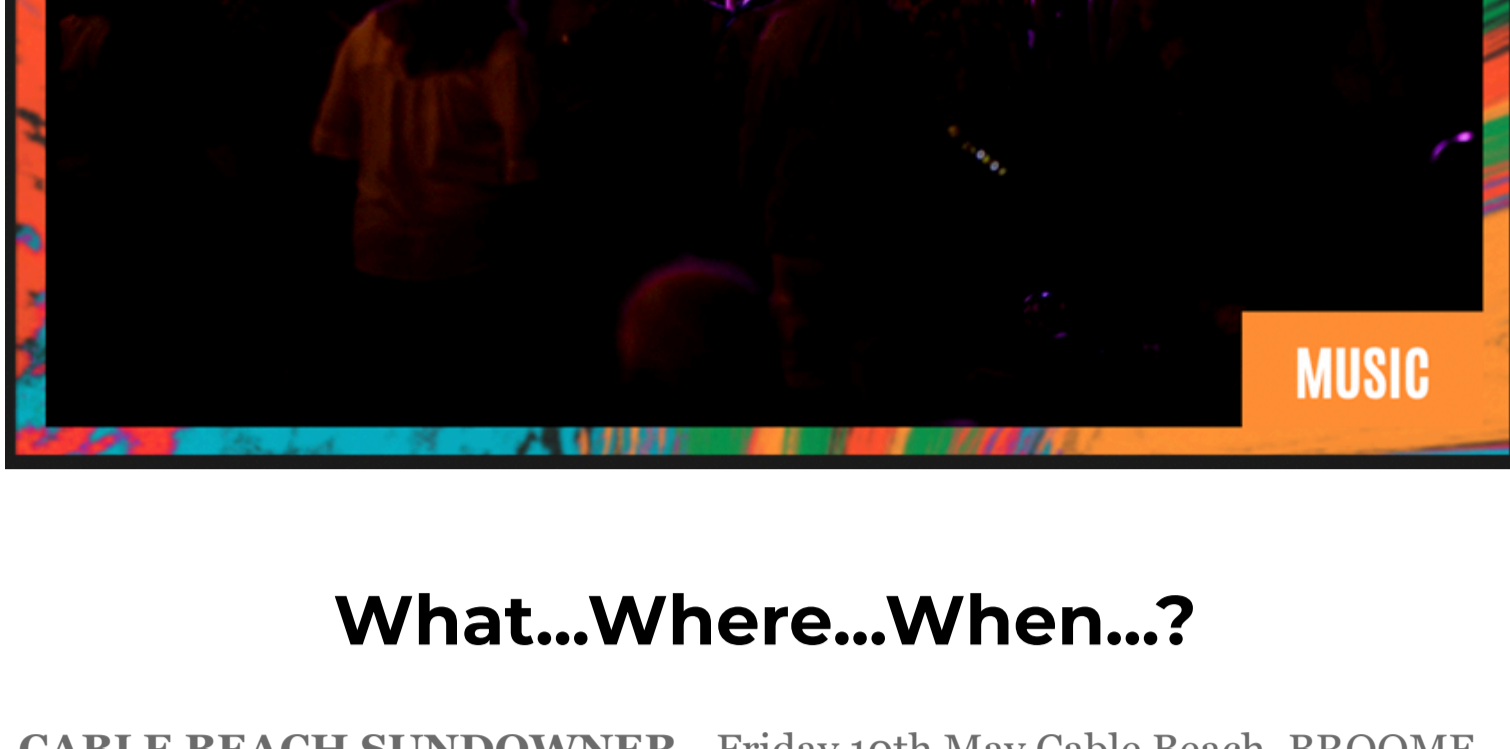
It's kinda nuts that I'm already punching out the second edition of Gravel Rush, but I'm chaffing at the bit to get you mob as excited as me about our fat tyre celebrations in the most bee-ute-eee-ful place in the World.

REGISTRATIONS OPEN for the 2024 Gibb Challenge on **Tuesday the 31st of October**. That means there's still plenty of time to convince a few crazy arsed mates to join your life defining adventure in the Kimberley.

As an extra special treat and delicious temptation ..... I have it on good authority from the [Orl Valley Muster](#), that our arrival in the East Kimberley will be perfectly timed to coincide with the **Kimberley Moon Experience**.

Pack your dancing trousers Gibbsters - we're going to the biggest party of the year.

Yeah Mo - even bigger than the *Tractor Party*.



MUSIC

## What...Where...When...?

**CABLE BEACH SUNDOWNER** - Friday 10th May Cable Beach, BROOME

**SAFETY BRIEFING** - Saturday 11th May 'The Spini' DERBY

**DAY 1** - Sunday 12th May DERBY to IMINTJI CAMPGROUNDS

**DAY 2** - Monday 13th May IMINTJI to Mt ELIZABETH STATION

**DAY 3** - Tuesday 14th May Mt ELIZABETH to ELLENBRAE STATION

**DAY 4** - Wednesday 15th May ELLENBRAE to HOME VALLEY STATION

**DAY 5** - Thursday 16th May HOME VALLEY STATION to EL QUESTRO

**DAY OF REST and EXPLORATION** - Friday 17th May EL QUESTRO

**KIMBERLEY MOON EXPERIENCE\*** - Saturday 18th May KUNUNURRA

\*Tickets available separately



## Registrations OPEN.....Halloween

REGISTRATIONS OPEN for *The Gibb Challenge* at 0800 hours (WST) on **Tuesday the 31st of October, 2023**.....yeah that's *Halloween!*

There's no more of those dodgy arsed ballots this year - just straight through to team registrations. So start herding those cats and mustering them scagull mates of yours. Build your team as quickly or steadily as you like - just watch out for the bastard price increases that'll cut into the beers 'n' cheers budget.

**EARLY BIRD GIBBSTER** (31 October - 31 December 2023) - **\$700** includes all meals; camping and wilderness park fees; customised race bib, complimentary rider's jersey or supporter's tee and a 'Manky Map'.

**ROCK STEADY GIBBSTER** (1 January - 31 March 2024) - **\$750** includes all meals; camping and wilderness park fees; customised race bib, complimentary rider's jersey or supporter's tee.

**TARDY TO THE PARTY GIBBSTER** (1 April - 11 May, 2023) - **\$800** includes all meals; camping and wilderness park fees.

## REGISTRATION PORTAL OPENING SOON



## Bloody Heroic Cause



The Kyle Andrews Foundation Inc was established as a legacy to a brave young Broome boy, Kyle Andrews, who lost his battle with cancer at the age of 11.

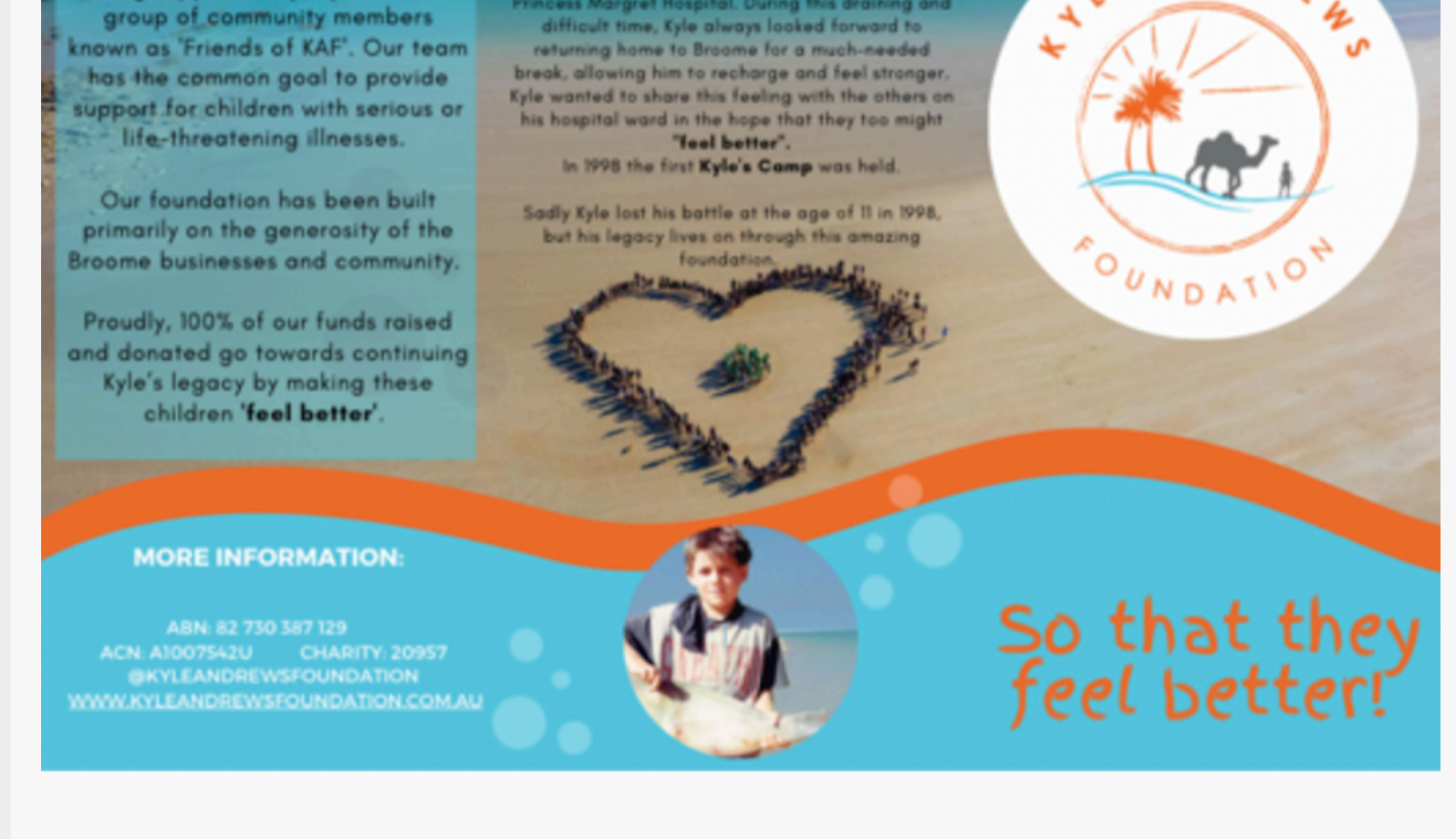
In early 1998 Kyle was undergoing treatment for leukaemia in Perth's Princess Margaret Hospital (PMH), when he had a dream to bring some of his young friends from Ward 3B to Cable Beach so that in his words; "They might feel better".

Thanks to the generosity of the people and businesses of Broome, "Kyle's Camp 98" was inaugurated. It was a stellar success with the kids, their families and carers enjoying a great time, living life big as Kyle had done before his fight with leukaemia; fishing, boating, swimming and utterly enjoying Broome's iconic Cable Beach and relaxed vibe.

Sadly Kyle passed away in July 1998.....not long after that first camp.

His memory burns bright however, through the annual *Kyle's Camp* and *Kyle's Walk*, *Kyle's Cottage* (Broome), *Gibb Retreat* (West Perth) and *Kyle's Camp* (Busselton).

2024 Gibbsters will be encouraged and supported to raise **\$1000** each to benefit the Kyle Andrews Foundation. I reckon we can crack a half million buckeroones that'll put the finishing touches to their incredible camp development in Busso's Holy Mile.



## Gibb 101

What makes a killer team.....?

The dusty peloton has drawn some great teams over the years and the best ones all come down to the same basic principles;

1. *Surround yourself with dead-set bloody legends and;*
2. *Don't take yourself too seriously.*

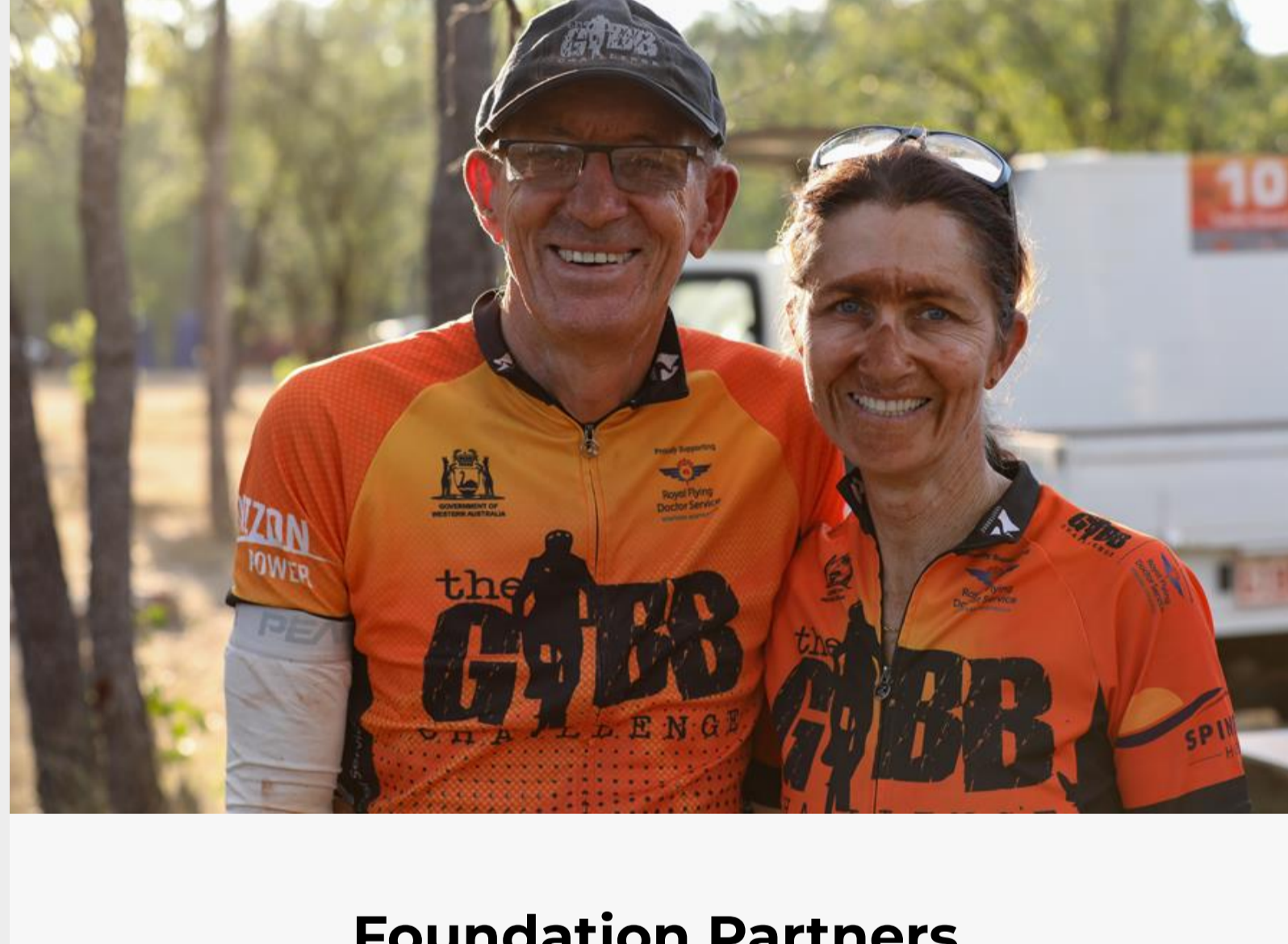
Whether you're a bunch of ol' high school buddies, business associates, work colleagues, sporting team mates, close or extended family, an organised criminal network or just a random gaggle of strangers with nothing more in common than an audacious notion to ride your bikes from one side of the Kimberley to another.....choose wisely. You're going to be spending A LOT of time together in the support vehicle travelling to Broome or Derby (and all the way back again), more time waiting for your turn on the bike, some time setting up camp, or waiting for a feed and more time waiting to saddle up on 'Jimmy's Thunderbox'.

There's plenty that can go wrong - but only if you're not enjoying the great company you're with.

In good company, it won't matter a tot that the trailer's bearings have seized; or your beer's warm from your swag; or your team didn't make the twilight curfew; or your fender's wack.....no wait, that's bullshit. Ol' mate's got ONE BLOODY JOB and that's to make sure the beer's frightfully cold.

Then there's the ultimate test of any partnership. Team up with the better half.

The Gibb Challenge. *It's not a race.*



## Foundation Partners



The Gibb Challenge has been extraordinarily fortunate to have enjoyed amazing community and local business support each and every year - right back in 2007 when we started this craziness. *Tropicool*, *Broome Cycles* and *Hertz Kimberley* have been there since the get go. While the owners and operators have changed hands - not so the commitment to *The Gibb Challenge*.

THANK YOU

## Diamond Sponsor



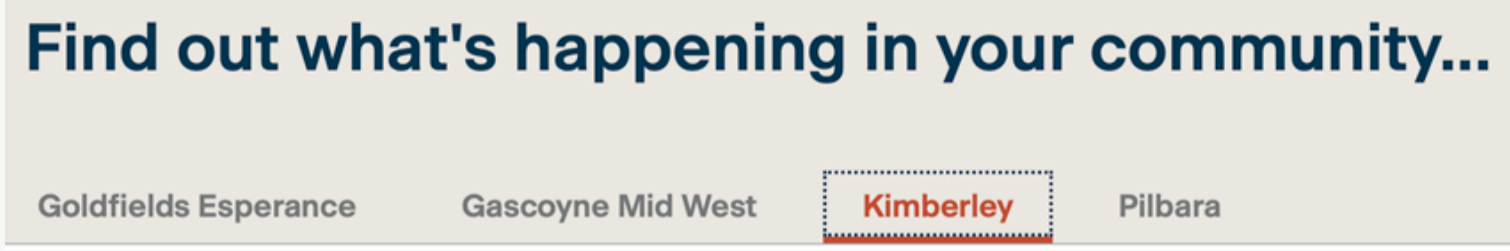
**Horizon Power** is committed to providing safe and reliable electricity to all their customers across regional Western Australia.

Don't worry, we're still kicking the gennies in the guts at *Oh Stupid O'clock* to rouse you from your swags in the morning! I could never deny us that simple camping pleasure.....

Horizon Power's involvement in *The Gibb Challenge* extends far beyond generous corporate sponsorship, with the inclusion of [SPINNING RESERVE](#). Just like you mob, they will be rattling the tin to support the Kyle Andrews Foundation and living, breathing and savouring all the challenges of *The Gibb* in our shared, life defining adventure.

I've even heard a delicious rumour their Chief Executive Officer Stephanie Unwin might be mashing the pedals again in 2024.....?

Special thanks to Luke Mason of Horizon Power's Health and Wellbeing Division for bringing this team together from across our vast state.....mate, you realise ZOOM's an easier way for your colleagues to keep connected right?



## Get Your People To Talk To My People.....

Sponsors receive both direct and indirect benefits including; 1. *Develop new markets for your products & services in the Kimberley;* 2. *Increase community awareness of your corporate profile & image;* 3. *Maximise advertising & marketing scope through association with an award winning charity platform;* 4. *Attract local, state & national media attention;* 5. *Mingle with motivating community members.....freakin' amazing Gibbsters.*

**FOUNDATION PARTNERS;** Tropicool Refrigeration, Broome Cycles, Hertz Kimberley and Tourism WA - Royalties for Regions

**PRINCIPAL SPONSOR;** One Opportunity

**DIAMOND SPONSOR;** Two Opportunities

**PEARL SPONSOR;** Five Opportunities

## SPONSOR'S BENEFITS



## The Ultimate Cycling Adventure



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