Gravel Rush Campaign
NEWSLETTER # 7 (2024)

VISIT WEBSITE

THE ULTIMATE TEAM BUILDING

G'day Gibbsters,

I'm more excited than a fat kid in a chocolate factory. It's 2024 baby and the New Year means the phoney war is over and now it's time to start your team's berserker fundraising campaign.

Shit. Just. Got. Real.

Let's raise some serious coin for a bloody heroic cause that supports West Australian kids and their families. **The Kyle Andrews Foundation** is freakin' thrilled to have been selected as our charity partner this year. With your invaluable help, they'll finish 'Kyle's Getaway' in Busselton and bring a little joy to young families battling dastardly childhood illnesses.

The New Year also means it's time to ramp up the training. Hell, there's even time to work into that new saddle or learn to go clipless.....you WILL fall - *it's a rite of passage*.

Plenty of time and just as much excitement, that we're well on course for a life defining Kimberley adventure like never before.

Team registrations are ticking along nicely and teams are starting to shape up despite the festive season sojourn. If you're a team El Capitano; keep herding those cats and mustering them seagulls.....build a killer team of family, friends, workmates or Sunday morning peloton champions.

The Gibb Challenge. It's not a race.

BLOODY HEROIC VOLUNTEERS WANTED

Here's my pitch to recruit this year's ***Bloody Heroic Volunteers***.

It won't be all beers and skittles keeping the ravenous lycra clad hoard fed, watered, repaired, recorded and roused each day.....but the dusty peloton needs some dead set heroes to make it tick!

At the end of our shared Kimberley adventure, there won't be superlatives enough to talk you guys up, but I'll make a down-payment on the debt of gratitude owed with.....*thank you*.

As a *Bloody Heroic Volunteer*, you'll enjoy plenty of shits and giggles throughout our life defining adventure. And for all the epic effort, determination and good cheer, not a single pedal stroke required!

There are roles across **CATERING**, **LOGISTICS**, **MEDICAL RESPONSE**, **MEDIA & PROMOTIONS**, **EVENT SAFETY** and **CAMP MARSHALS**.

EMAIL - **simon@karunjie.com.au** or PHONE - **0436 856 034**

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 Getaway* (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 buckeroonies ($500,000) that'll put the finishing touches to their incredible camp development in Busso's Holy Mile - *Kyle's Getaway*.

DAY 1 : Derby to Imintji Campgrounds

The Gibb Challenge stumbled upon the warm hospitality of Imintji Community several years ago when a late wet season threw our planned overnight camp at Bell's Gorge into disarray.

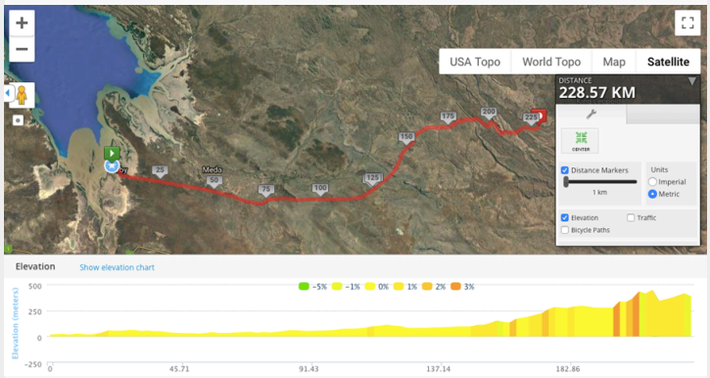
We found ourselves camped in the forecourt of their community store, up driveways, on bush tracks, along fence lines, under the fuel storage tanks and just about every other spare inch of ground available!

Since then and under the steady stewardship of tall Texan John Bennett, the community have developed a purpose-built campground that not only serves as our perfect respite on DAY ONE, it provides the community with a valuable tourist asset that creates valuable skills and generational employment. It also allows Imintji Mob to showcase their vibrant Ngarinyin culture through art, dance, story telling and tours.

Imintji Campgrounds are dominated by the Wunaamin Miliwundi Ranges, forming a stunning backdrop, but also feature some welcome amenities like hot showers, fresh water and even flushing toilets.

We'll still set up a few of the 'Jimmy's Thunderboxes' so Gibb Virgins can appreciate the upgrades and Gibb Veterans can hone their rodeo skills.....

If you're wandering what the first day's ride entails - yeah you read that right on the topographical map. It's 228 kilometres on the first day! Small consolation that half that distance is bitumen.....right up until the hills start.



DAY 2 : Imintji to Mount Elizabeth

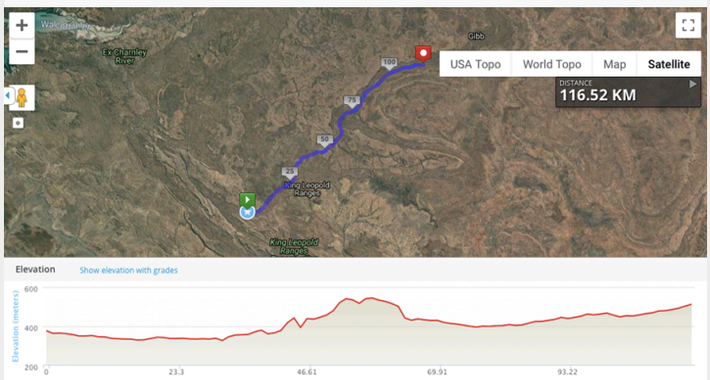
Day Two is a doddle by comparison to the 230 kilometre flog fest of the first day. It's still a big day in the saddle so don't be thinking 116 kilometres is hardly worth rolling out of your swag for.....truth be told, that first contact with the saddle in the morning is a whole new level of nasty.

Veteran Gibbsters will quickly fall into the rhythm of *The Gibb*; stupid o'clock the gennies get a kick in the guts; Oh six hundred - breakfast; seven bells - lunch service; seven thirty - safety briefing and; eight in the AM - Group A (Soloists & Dualists) START.

Groups B, C and D are set off at twenty minute intervals to reduce our event's traffic footprint and enhance participant safety. There's a funky formula to work which teams go in what Group, but it's fair to say there ain't no empirical science behind it.

The Soloists & Dualists are easy. They're the first Group away each morning so they have the most time to make the twilight curfew. Then there's the crazy fast teams; the slow teams; and the neither fast nor slow teams.....our *Domestiques* that keep the dusty peloton tight.

By day's end, we're rolling into Mount Elizabeth Station for another incredible Kimberley evening of impossibly satisfying camp cooking, fat tyre fellowship and the crooning goodness of Ian '*Voice of The Gibb*' Cocker.....at least a synthesised version 'cause our very own Rock Legend can't make the gig this year.....miss you already mate, but know you'll always be welcome to rejoin



DAY 3 : Mount Elizabeth to Ellenbrae

Day 3 is a very special stage through God's Country, with stunning vistas, river crossings and some killer jump ups to climb, and fast and furious descents to enjoy. Just might just be my favouritist, favourite stage.

Woo Hoo!

If you believe the bullshit topographical map.....it's down hill all the way!

Hump Day's another big day in the saddle at a tickle under 140 kilometres, but riding through the East Kimberley is worth every bloody pedal stroke.

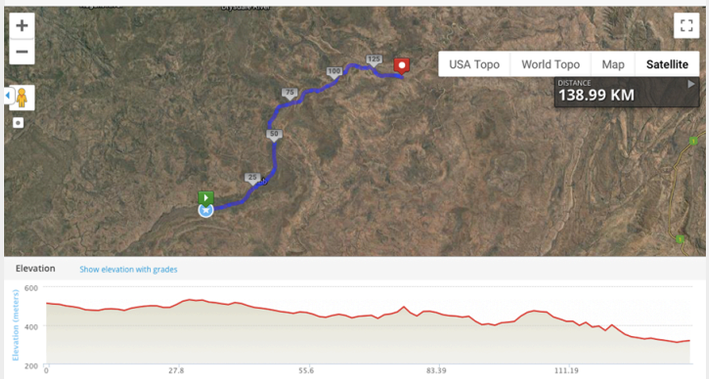
Shut up legs.

Arrival at Ellenbrae is a real camping treat, just like East Kimberley camping should be. Wash off the dust in Ringer's Waterhole or if you're feeling a little precious, stoke the wood fired 'donkey' for a steaming hot shower.

After pitching your tent or throwing the swag, we gather at bottom camp for another impossibly delicious dinner treat from the Bloody Heroic Volunteers and maybe another acoustic performance under the stars.....magic.

If we're super lucky, dingo song will be our bush lullaby.

Special shout out to our new venue hosts Fiona and Mark - hope you're safe and well through another epic wet season. Please put some scones aside for the dusty peloton in 2024.



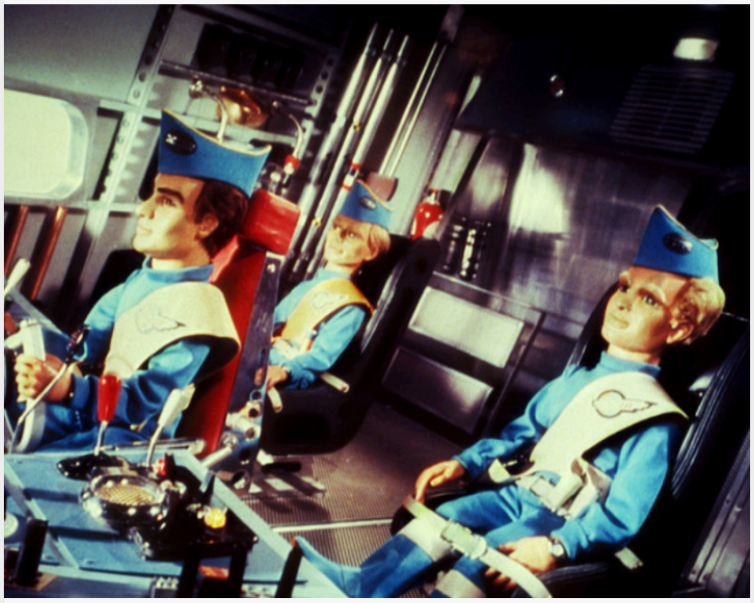
Thunderbirds are GO

Thanks to the stoic advocacy of legendary Gibbster Hilary Wilkins, The Gibb Challenge has a new Pearl Sponsor supporting the dusty peloton.

The Thunderbird Mineral Sands Project (Thunderbird) is located on the Dampier Peninsula, mid-way between Derby and Broome.

Thunderbird is situated within the Joombarn Buru Native title determination area on the Mount Jowlaenga and Yeeda pastoral leases and spans both the Shires of Derby-West Kimberley and Broome local government areas.

Thunderbird is being developed by Kimberley Mineral Sands Pty Ltd (KMS), a joint venture company equally owned by Sheffield Resources Pty Ltd and YGH Australia Investments Pty Ltd (Yansteel), and is one of the largest and highest-grade mineral sands deposits in the world and contains valuable heavy minerals including ilmenite, zircon, leucoxene, and rutile, which will be extracted and exported via the Port of Broome.



Thanks, yah bloody legends.....

Want To Support The Gibb Challenge.....?

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

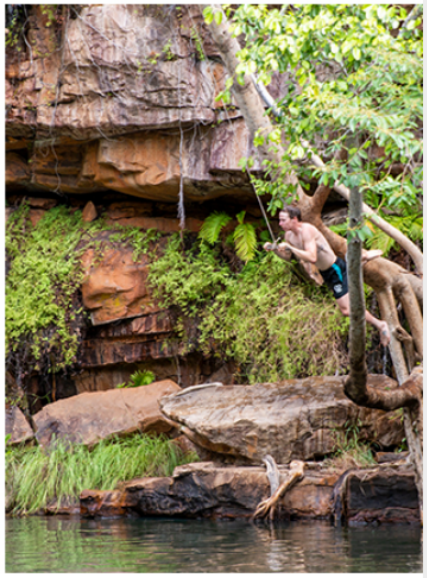
PRINCIPAL SPONSOR; One Opportunity

DIAMOND SPONSOR; None Remaining

PEARL SPONSOR: Three Opportunities Remaining

SPONSOR'S BENEFITS

A LIFE DEFINING ADVENTURE



AUSTRALIAN EVENT AWARDS WINNER 2021

AUSTRALIAN EVENT AWARDS STATE FINALIST 2019

AUSTRALIAN EVENT AWARDS FINALIST 2016

AUSTRALIA'S FAVOURITE EVENT NOMINEE 2016

The Ultimate Cycling Adventure

the GIBB CHALLENGE

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