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# Roz Savage: Ocean Rower

First Woman to Row Solo across the Pacific Ocean 2010

Solo Atlantic Ocean 2006 | Solo Indian Ocean 2011

NORTH ATLANTIC | US TO UK | 2012

## THE HOMECOMING





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# 1. THE WOMAN

**In 2005 a five-foot-four, 120-pound woman rowed - alone - across 3,000 miles of stormy Atlantic Ocean.**

**In 2010 she became the first woman to row solo across the Pacific, an epic 8,000 mile crossing.**

**But it's about more than setting records.**

**Roz Savage is on a mission to raise awareness and inspire individuals to take action on the top environmental issues facing the world today.**

**"We might think our individual contributions are just a drop in the ocean. But you take a million tiny actions, and string them all together, and you can achieve almost anything - from rowing an ocean to saving the world. One oarstroke at a time."**

Roz Savage is a British ocean rower and environmental campaigner, who in 2010 became the first woman to row solo across the Pacific Ocean. Coupled with her solo row across the Atlantic in 2005-6, she has now rowed over 11,000 miles, taken 3.5 million oarstrokes, and spent cumulatively nearly a year of her life at sea in a 23-foot rowboat.

A latecomer to the life of adventure, Roz worked as a management consultant for 11 years before deciding in 2005 to compete in the 3,000-mile Atlantic Rowing Race. In 2008 she became the first woman to row solo from California to Hawaii. In 2009 she continued from Hawaii to Kiribati, and in 2010 she completed the Pacific crossing by rowing to Madang in Papua New Guinea.

She has braved 20-foot waves, been capsized 3 times in 24 hours, and faced death by dehydration when both her watermakers broke. She has encountered whales, dolphins, sharks, and turtles, and admired the timeless beauty of sunrises, sunsets, and star-filled night skies. The ocean has forced her to develop courage, tenacity, perseverance, and the strength to transcend self-imposed limits.

An accomplished international speaker, Roz has entertained tens of thousands of people across five continents. Past engagements include the Royal Geographical Society in London, the National Geographic Society in Washington, DC, and Seattle, the TED Conference and the Vail Symposium.

Roz Savage is a United Nations Climate Hero and an Athlete Ambassador for 350.org. She is a Fellow of the Royal Geographical Society, and has been listed amongst the Top Twenty Great British Adventurers by the Daily Telegraph and the Top Ten Ultimate Adventurers by National Geographic. Her book, "Rowing The Atlantic: Lessons Learned on the Open Ocean", is published by Simon & Schuster. The eponymous documentary based on her Atlantic row was a finalist in the Banff Mountain Film Festival in 2009.



## 2. THE MISSION

Setting out around March 31, 2011, Roz will bid to row 5,000 miles from Fremantle in Australia to the west coast of India, aiming to arrive at the Gate of India monument in Mumbai. This would round off the "Big Three" - Atlantic, Pacific, and Indian Oceans - making her the first woman in history to do so.

In May 2012, in her last major ocean row before she hangs up her oars and transitions to a different form of environmental campaigning, Roz intends to row 3,500 miles across the notoriously harsh North Atlantic, from Battery Park in Manhattan, New York, to the United Kingdom. Shortly after leaving from Battery Park she will row past the Statue of Liberty, providing an unparalleled photo opportunity.

She says, "The Statue of Liberty is a symbol of what this row is all about - our liberty to enjoy a clean, green future on a healthy and beautiful planet."

This grande finale to her ocean rowing career will launch in mid-May 2012, and she hopes to arrive in the UK in time to make a ceremonial row up the River Thames shortly before the start of the London Olympics.

Roz again: "I have this vision of myself rowing up the Thames, past the TV studios on the South Bank, and the Houses of Parliament on the north, with a massive environmental slogan emblazoned down the side of my boat. If this doesn't get people's attention, nothing will!"

The 2012 row will also pay tribute to the first recorded ocean row of modern times: in 1896 two Norwegian immigrants rowed from Battery Park to the Scilly Isles. Roz is in touch with the granddaughters of both Harbo and Samuelson, and they will be invited to wave her off from New York.



### 3. THE MESSAGE

Roz Savage's message relates to individual empowerment, emphasizing that each of us is already making an impact on our world, and it is up to us to consider whether that is a good impact or a bad one. What will be the legacy that we leave to the world?

"About 12 years ago I sat down and wrote two versions of my own obituary - the one I wanted, and the one I was heading for if I carried on as I was. They were very different, and I realised then that I needed to change course if I was going to leave a legacy I could be proud of. Not long after, I quit my job. And a while after that, I decided to row across oceans to raise environmental awareness."

But awareness is not enough. We also need action. But can one individual really make a difference?

"My ocean rows are a perfect metaphor for how we as individuals have the power to make a difference. The journey across the Atlantic took me about a million oarstrokes. I could have stood at the start line and despaired, thinking that one oarstroke could make no difference. But if you put enough small actions together, you can achieve almost anything. Every time we choose what to buy, or how to get from A to B, we are casting a vote for the kind of future that we want."

Although every action counts, some actions count more than others. The further up the ladder of engagement we move, the more powerful our actions become.

For example, saying no to plastic - that's at the consumer level. Canvassing the neighborhood to get bags out of the local grocery store - that's the distribution level. Petitioning legislation to outlaw plastic bag production and voting reaches the manufacturing and extraction level. With each level upstream the effectiveness magnifies exponentially. Upstream actions pay off more, but no action is too small, and every action fits and has a purpose and helps us reach a better place.

"We might think that our contribution is just a drop in the ocean. But a drop spreads ripples. If we all pull together, we can still save the world. One stroke at a time."



## 4. PAST MEDIA COVERAGE

Over the 5 years of her ocean rowing career, Roz's adventures have generated an estimated 350 million media impressions in online newspapers, websites, regional newspapers, industry press releases and financial publications, as well as numerous TV and radio interviews.

Media coverage has included:

- A feature piece on the CBS Early Show – "Keoghan's Heroes"
- Radio interviews with stations in New York, San Francisco, Washington DC, Los Angeles, Portland OR, Seattle, Dallas and many other US cities, as well as Sirius XM and ABC Radio
- Regular appearances on the Growing Bolder radio show based in Orlando, FL
- Numerous features on National Public Radio
- TV appearances in Hawaii, Los Angeles, Washington DC, New York, Portland OR and Vancouver. Also in the UK and Turkey.
- Featured in The New York Times (Play magazine)
- Featured in The Observer magazine, Evening Standard, Metro, Daily Mail, Daily Telegraph, and The Times and The Sunday Times (UK)
- Featured in More Magazine (Meredith Corp, October 2009 issue)
- Also coverage on Forbes, Fox News, Guardian.co.uk, Huffington Post, International Herald Tribune, LA Times, MSNBC, San Francisco Chronicle, The Washington Post, Yahoo News Page, CNET, The Tampa Tribune, and Vogue.com
- International coverage includes features in magazines and newspapers in Antigua, Chile, China, India, Turkey, Canada, and Papua New Guinea
- A half-hour documentary about Roz's Atlantic row was screened on terrestrial TV in the UK in February 2007 (DVD available on request).

Roz Savage has written articles for Forbes.com, Wend Magazine, SGI Quarterly, Soundings Magazine, and The Sunday Times, and contributed a chapter to Oceans, a book to accompany the Disney film of the same name.

She has been featured in a United Nations Environment Program book, Champions for Change, and in Face to Face: Ocean Portraits, by Dr Huw Lewis-Jones.

She was the subject for a case study in Tarzan and Jane: How to Thrive in the New Corporate Jungle, by Margot Katz.

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**THE HUFFINGTON POST**

**theguardian**

## 5. PROPOSED MEDIA STRATEGY FOR 2011-2012

Roz and her advisors have put together a comprehensive media and outreach strategy for the next two years, which covers:

- speaking tours of Australia (Q1 2011), India (Q4 2011), North America (Q1 2012) and Europe (Q4 2012)
- traditional news media: TV, radio, magazines and newspapers
- social media: blog, Twitter, Facebook, podcast, YouTube, Flickr and Foursquare
- a documentary about her Pacific row using existing footage
- a new book, the front story being the Pacific row, with the back story being Roz's personal journey from oblivious consumer to passionate environmental campaigner
- a children's book, available on iPad and iPhone
- TV and radio interviews using new and existing media contacts
- conferences and other networking opportunities
- strategic alliances with media companies and nonprofit organisations
- press releases and press conferences before departure and after arrival
- while at sea, blogs, podcasts, photos and occasional videos posted from the ocean
- celebrations around the world: people encouraged to have their own arrival parties while Roz's arrival is live-streamed over the internet. They will share photos, videos, Tweets and blogs online. We will create a celebratory drink that everybody will drink at their parties in a unifying toast to the planet - probably involving champagne but with an ocean/world theme. The Eco-tini!

**One World Ocean:** Roz is collaborating with the renowned California production company, MacGillivray Freeman, in their 5-year project to save the oceans. A feature film in IMAX format, a documentary TV series, and a comprehensive social media campaign will aim to increase marine protected areas, effect policy change and recruit a grassroots movement. Roz will be an "ocean ambassador" featured in this visionary campaign.



## 6. BENEFITS TO CORPORATE SPONSORS

Roz Savage is seeking visionary companies with a genuine commitment to a sustainable future, to offer financial support and donations of relevant goods and services.

In return for their investment, sponsors will be rewarded with:

- Logo on the boat (see costs and sizings below) and on Roz Savage’s apparel
- Listing on rozsavage.com as a sponsor, with logo and hyperlink to your website
- A DVD of video and photographic images to be used for promotional purposes via newsletters, internet, commercials and advertisements
- Priority booking for post-expedition presentations to inspire and motivate your corporate workforce
- Publicity via media coverage, magazine articles, website, public presentations, TV and film documentaries, and book publication
- The opportunity to host press conferences and VIP events in Australia, India, New York and London
- Reflected values of courage, fortitude, self-reliance, technical innovation and environmental stewardship
- Gold Sponsors and the Title Sponsor have an annual dinner with Roz Savage.

| Sponsorship level | Investment              | Logo size  | Cost per square inch (US \$) |
|-------------------|-------------------------|--|------------------------------|
| Supporter         | Product and/or services | In proportion to the value of the product donated and/or services rendered   |                              |
| Bronze Sponsor    | \$10,000                | 1 logo 1 ft x 6 inches (or 72 square inches)   | \$138.89                     |
| Silver Sponsor    | \$25,000                | 1 logo 2 ft x 1 ft (or 288 square inches)  | \$86.81                      |
| Gold Sponsor      | \$50,000                | 1 logo 3 ft x 1 ft 6 inches (or 648 square inches)   | \$77.16                      |
| Title Sponsor     | \$100,000               | Right to name the boat, plus 2 logos 4 ft x 2 ft (or 2304 square inches). Boat to be repainted in corporate colours. | \$43.40                      |

NOTE: Contributions from US taxpayers and corporations are tax deductible if made through the Blue Frontier Campaign, a 501c3 nonprofit organization.

Please send checks to: Blue Frontier Campaign, 1530 P St NW, Washington, DC 20005  
- marked clearly for the account of Roz Savage/The Voyage.



## 7. EXPEDITION COSTS 2011-2012

| Item                             | Cost             |
|----------------------------------|------------------|
| Travel and accommodation         | \$100,000        |
| Shipping and storage             | \$55,000         |
| Insurance                        | \$5,000          |
| Subsistence                      | \$75,000         |
| Boatyard labour costs            | \$45,000         |
| Boat equipment and fittings      | \$25,000         |
| Comms, navigation and technology | \$75,000         |
| Safety equipment                 | \$5,000          |
| Food and supplements             | \$15,000         |
| Staff costs                      | \$125,000        |
| Website                          | \$25,000         |
| Accounting and legal services    | \$5,000          |
| Weather services                 | \$20,000         |
| <b>TOTAL</b>                     | <b>\$575,000</b> |

## 7. PACIFIC SPONSORS

Roz Savage would like to thank the following sponsors for their kind support during her Pacific expeditions 2008-2010.



## 8. THE RIPPLE EFFECT ENDOWMENT FUND

During the next two years, Roz will create a fund to support her ongoing work as she transitions to less physically strenuous forms of campaigning post-2012. It will also support grassroots environmental initiatives proposed by other individuals with the commitment, expertise and passion to make a difference in the world. This initiative is provisionally called the Ripple Effect Endowment Fund (REEF).

It is primarily designed to:

- raise awareness and inspire action on the top environmental issues facing the world today
- develop a core team to support grassroots campaigns, providing expertise in website development, public relations, video editing, fundraising, logistics and mentoring
- finance books, films, and other media campaigns to spread the inspiring message that an individual has the power to make a difference
- reach out to youth to become the environmental visionaries of the future
- tap new funding channels through major gifts and legacy donations

To create a sufficient capital fund to start and support REEF's operations, Roz plans to raise US \$500,000 over a two-year period, commencing on November 11, 2010. Sponsors are invited to consider making a contribution to REEF as an alternative or additional way of supporting Roz's mission.

Roz Savage says, "I intend to make a cleaner, healthier environment a part of my legacy. I hope you can join me in making the environment and the Ripple Effect a part of your legacy too."



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