MEDIA KIT · 2026

Mario Rigby

Explorer & Storyteller

First human-powered traverses of Africa, Cape Town to Cairo, and of the Turks & Caicos. The people are the story.

TORONTO, CANADA · WORKING WORLDWIDE · MARIORIGBY.COM



WHO HE IS

A human-powered explorer who tells people's stories

Turks & Caicos-born, raised there and in Germany, and based in Toronto. Mario travels slowly, on foot, by kayak and by bike, so every journey is shaped by the people he meets.

First human-powered traverse of Africa
Cape Town to Cairo, on foot and by kayak

First human-powered traverse of the Turks & Caicos
The Caicos Challenge, in 5 days

Cycled across Canada
Coast to coast by bicycle, 7,300 km in 89 days

RCGS Explorer-in-Residence
Royal Canadian Geographical Society, 2023

Explorers Club 50
Inaugural class, 2021

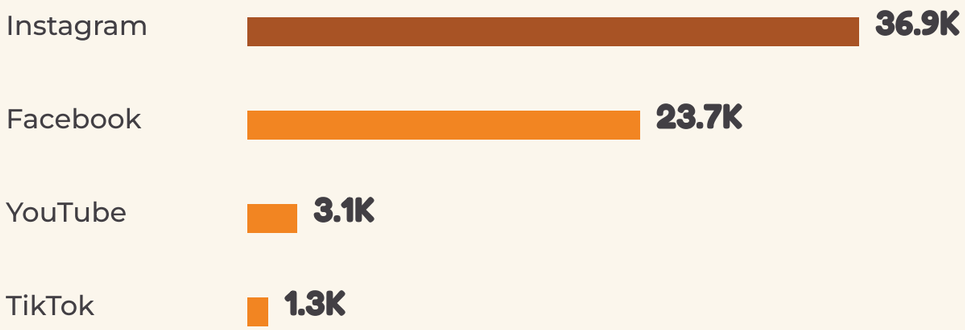
MIPAD honouree
In support of the UN International Decade for People of African Descent



REACH

About 65K followers, and most of the reach is new people

Instagram leads. Most people who see Mario's work are discovering him for the first time.



Source: platform insights and Metricool, Sep–Oct 2026. Followers across platforms are not unique people.

36.9K

Instagram followers, his main channel

88%

of Instagram reach comes from non-followers

76K

Instagram views in the last 30 days

~65K

followers across Instagram, Facebook, YouTube and TikTok

SIGNATURE JOURNEYS

Three journeys, all under his own power



Cape Town to Cairo

About 12,000 km through eight countries on foot and by kayak, 2015–2018. The first human-powered traverse of Africa.



Across Canada

About 7,300 km coast to coast by bicycle, in 89 days.



The Caicos Challenge

The first human-powered traverse of the Turks & Caicos, in 5 days.

PARTNERS AND PLATFORMS

Brands, stages and media that trust the story

Fjällräven
Ambassador, 2026

Andaz Turks & Caicos
Ambassador, 3 years

Corona Studios
Free Range Humans, 2020, featured explorer

B&W Trailer Hitches
Son of the Soil: The Caicos Challenge, featured explorer

Rogers Satellite
Commissioned Reel campaign

SELECTED STAGES

TEDxAlUbayyid · GLEX Summit · Google · GLOBE Forum

ALSO WORKED WITH

Protect Our Winters · Turks & Caicos Reef Fund · Apple · Toronto District School Board

FEATURED IN AND ON

Condé Nast Traveler · Canadian Geographic · CNN · CBC · CTV News · The Agenda (TVO) · Toronto Star



THE OPPORTUNITY · DECEMBER 2026

The Nigeria pangolin expedition

Mario joins conservation scientist Dr. Charles Emogor's team in Cross River State, Nigeria, to field-test GPS tags, thermal imaging and drones for tracking white-bellied pangolins, and to tell the story of the rangers, researchers and communities who protect them.

An Explorers Club flag expedition. Partners get a long-form YouTube episode, Reels, an Instagram photo essay and Stories, made by Mario after he returns.

Partners confirm by Nov 20. Expedition footage is shared with the research team, so partners receive Mario's own content, not footage ownership.

THREE WAYS IN

Presenting partner

1 available

US$5,000

Supporting partner

2 available

US$2,500

Gear or community partner

Up to 4 available

US$1,000

Full tier details in the brand partnership deck. Fees in USD.

CONTACT

Let's tell the next story together.

Brand partnerships, ambassadorships, keynotes and commissioned stories.

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