

# SAM BLOOM

2 x World Para Surfing champion

Bestselling author

Keynote speaker



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## AN EXTRAORDINARY JOURNEY

In 2013, Sam Bloom's life changed forever when she suffered a tragic accident that left her paralysed from the chest down.

Broken and hopeless, Sam reached her outer limits of suffering, but courage and determination she made her way back from the edge, scarred but undefeated.

Since her accident, Sam has inspired a bestselling book and major film, co-authored her own bestseller, competed for Australia at the elite level in two sports, and become a 2 x World Para Surfing Champion.

### Highlights:

- Inspiration and Co-Executive Producer behind #1 Australian box-office and global Netflix hit movie *Penguin Bloom* starring Naomi Watts
- 2 x World Para Surfing Champion
- Highly sought-after, international keynote speaker
- Bestselling author
- Wings for Life Global Ambassador



Winning Gold for Australia at the 2018 World Championships in La Jolla, California



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## SAM'S STORY

In 2013, Sam's dream life turned into a nightmare when she unknowingly leant against a rotten balcony railing, falling through it and crashing six metres onto the concrete below. She was lucky to be alive and had suffered immense trauma including damage to her spinal cord that left her paralysed.

After a gruelling rehabilitation process, Sam was left bereft as she faced a new and foreign life in a wheelchair. All seemed lost until the day her son found an injured baby magpie that the family took in and named 'Penguin'.

Sam and Penguin's remarkable bond and extraordinary story of parallel recovery was captured through the lens by Sam's husband, acclaimed photographer Cameron Bloom. Cameron's images formed the basis for the international bestselling book *Penguin Bloom*, a collaboration with *New York Times* bestselling author Bradley Trevor Greive.

Their powerful story inspired the Hollywood movie of the same name, starring Naomi Watts and Andrew Lincoln.

Released in January 2021, *Penguin Bloom* became an immediate hit, taking #1 at the Australian box office and trending on Netflix in North America and across Europe.



A woman with blonde hair and blue eyes is shown from the chest up, wearing a red sweater. A penguin is perched on her right shoulder. The background is a blurred outdoor scene with other people. The overall color palette is cool, with blues and greens, and a soft, natural light.

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# PENGUIN BLOOM

THE NETFLIX MEMBER EXPERIENCE

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## SAM IN THE MEDIA

Sam's deeply moving story of courage, hope and determination has resonated globally, featuring in some of Australia and the world's most widely circulated and consumed publications.

**People**

**VOGUE**  
AUSTRALIA

GoodWeekend

*Los Angeles Times*

**TIME**

 **insight**

**The Guardian**

*The Sydney Morning Herald*  
INDEPENDENT. ALWAYS.

**ABC NEWS**

**60**  
MINUTES

**BBC NEWS**

**ELLE**



A  
**MAGPIE**  
— CALLED —  
**PENGUIN**

PRODUCER  
BRYCE CORBETT

PRODUCED BY  
BRYCE CORBETT  
BROOKLYN

## SPEAKING

Sam is one of Australia's most highly sought-after keynote speakers, delivering powerful and inspiring presentations to audiences across Australia and around the world.

### Sam speaks about:

- Cultivating resilience
- Adapting to change
- Goal setting, grit and determination
- Mental health and wellness

Sam impacted our audiences with such humour and realness that we were moved to tears. Her storytelling brought us all to our feet for a standing ovation, I'll forever carry her message with me.

**Emma Isaacs, Global CEO Business Chicks**

Sam is a consistent stand-out for our guests and I recommend her highly. Truly inspirational.

**Marcus Blackmore**

Life changing and something we will never forget.

**Di Chanellor, General Manager GTS Westpac**

Thank you so much for sharing your incredible story, it was truly inspirational on so many levels. I loved the passion in your partnership with Cam, it shone through the entire presentation. Amazing stuff!

**Scott Thompson, CEO Lexus Australia**

Our audience left feeling positive and enriched from the experience. You made us think, laugh, cry and really put things into perspective!

**Rebecca, PPG Network**

A standing ovation at the Business Chicks International Women's Day event in Sydney, March 2019.



## BACK TO BACK BESTSELLERS

After the global success of the book *Penguin Bloom*, Sam decided it was time to share her story in her own words for the first time.

Teaming up with Bradley Trevor Greive again, Sam, Bradley and Cameron created *Sam Bloom: Heartache & Birdsong*.

Released in September 2020, the book became an instant bestseller and was shortlisted for the ABIA 2021 Illustrated Book of the Year.

“

Beautifully written and photographed, this remarkable book takes us to painful places, yet ultimately is an uplifting story of resilience, true love and unexpected joy. *Sam Bloom* focuses our hearts on the most important things in life.

NAOMI WATTS

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## 2 X WORLD CHAMPION

It took Sam 5 years to find her way back to surfing and when she did it was a triumphant return.

In July 2018, Sam qualified for the Australian Adaptive Team. In December that year, she won the Open division at the Huntington Adaptive Surfing Challenge, and came home a World Champion after winning Gold and Bronze in the Women's and Open divisions at the World Adaptive Surfing Titles in California.

Sam backed this up at the 2020 event, taking Gold for Australia in the Women's division.

In March 2019, Sam was nominated for the Surfing Australia Awards Female Surfer of the Year.

Sam's sights are now set on winning a 3rd World Title.



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## WHAT'S NEXT

### SURF

Sam will next compete at the 2021 Australian Para Surfing Titles, followed by the 21/22 World Championship Titles.

Alongside competing, Sam is committed to keep sharing her love of the sport, and to encouraging participation as the push for inclusion as a paralympic sport continues.

### GIVE

Sam is a SpinalCure Australia ambassador and one of only five Global Wings for Life ambassadors, working closely with these organisations on the international **quest to cure spinal cord injury**.

Sam is also an ambassador for **Surfers for Climate**, a grass-roots movement for positive action on climate change.

### SPEAK

From students to C-suite executives, Sam's story continues to touch audiences globally, inspiring stronger and more resilient communities, teams, organizations and individuals.

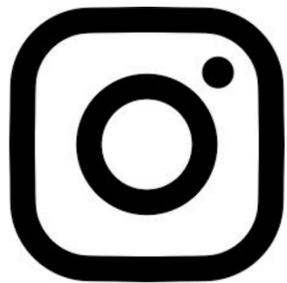
As a Wings for Life Ambassador, Sam works closely with Redbull supported athletes like Julian Wilson to support the quest for a cure for spinal cord injury.



## SOCIAL

The Blooms have a collective, global following of 260k+ across owned Facebook and Instagram channels.

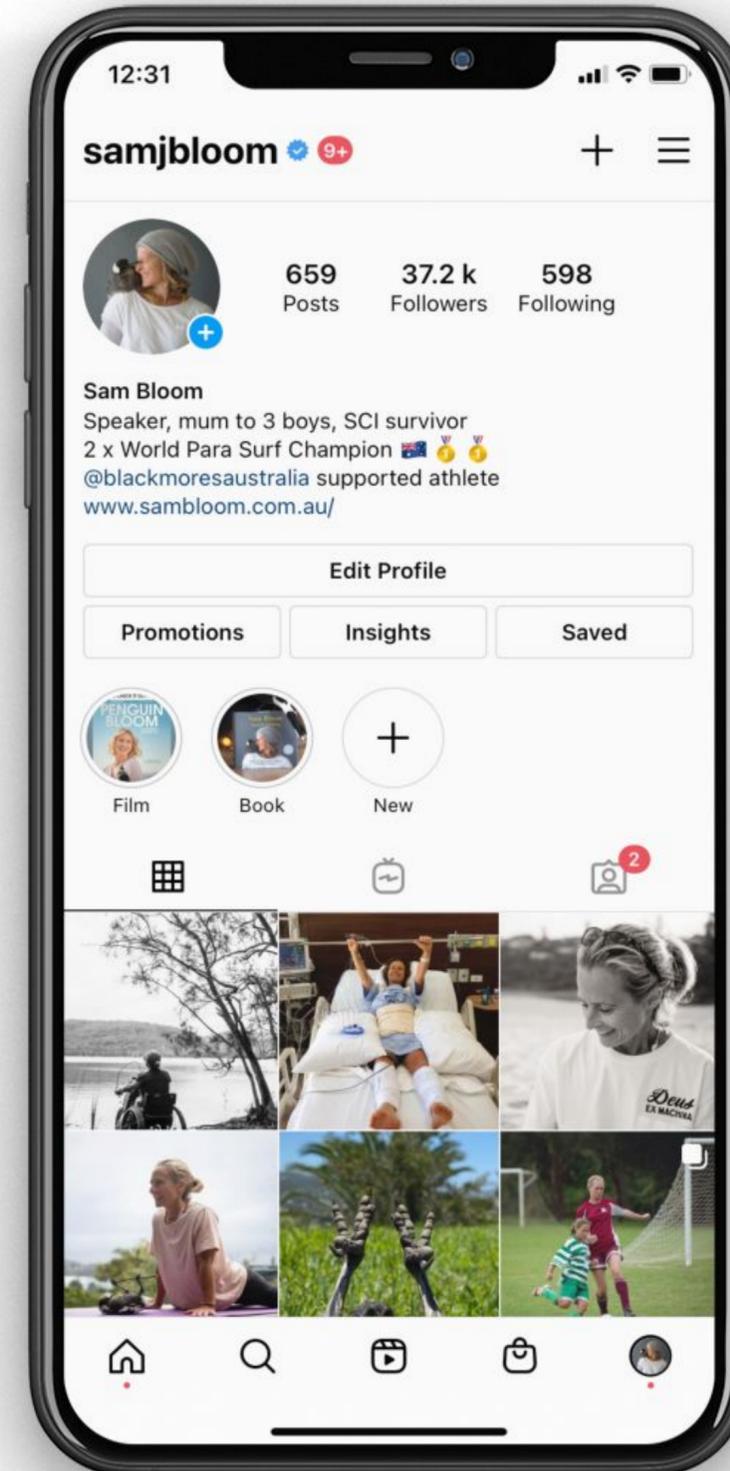
Followers are predominantly female and are looking for authentic inspiration and a positive, uplifting message.



223k+ followers  
10% engagement rate



25k+ followers  
5% engagement rate





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## BRAND

Sam is widely recognised, respected and admired, with a highly engaged social following, frequent media presence and strong community-base.

Sam welcomes the opportunity to align with brands that share her focus on a healthy and active lifestyle, and can support her goals to keep pushing the boundaries in the water and in life.





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## CONTACT

Interested to discuss partnering with Sam to elevate your brand, next campaign or upcoming event?

Get in touch today.

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# THANK YOU

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