



Adventurer and outdoors advocate

Rhiane Fatinikun MBE is the visionary force behind the charitable organisation, Black Girls Hike (BGH), which she established in Manchester in 2019. With an unwavering commitment to fostering inclusivity and representation, Rhiane has emerged as a trailblazer challenging the status quo of the outdoor and adventure community.

Driven by her passion for breaking down barriers and following a near-death experience which led her to re-evaluate her life, Rhiane founded BGH to create a safe and empowering space for Black women to connect, explore and thrive in nature. Her journey began as a response to the lack of diverse representation in outdoor activities, and has evolved into a movement that not only promotes physical wellness, but also nurtures mental well-being and immersive travel.

Beyond organizing breathtaking hikes and other outdoor pursuits, both at home and overseas, Rhiane's impact resonates online, where she has built an engaged community that shares uplifting, encouraging and insightful stories. Her work has garnered national recognition, including various broadcast appearances on BBC1's *Countryside*, ITV and C4 News, BBC2's *Great British Railway Journeys* and *Caroline Quentin's National Parks* on More4. She has also participated in high-profile brand partnerships with the likes of Sekonda, Uber, Berghaus, Beats by Dr Dre, Adidas and Barclays.

Rhiane has received a number of prestigious awards, including the Royal Geographical Society's Geographical Award, Campaigner of the Year at the Great Outdoors Awards 2020 and most recently, an MBE in the New Year Honours list 2024. Rhiane has also received accolades such as Positive Role Model at the National Diversity Awards, Forestry England's 10 Powerful Women in Nature and she was also honoured as 1 of 70 people making a significant contribution to the British outdoors in the Peak District National Park's 70th year celebrations.

Rhiane's debut book *Finding Your Feet: The How-To Guide to Hiking and Adventuring*, which is part memoir, part mission statement and an invaluable 'how to' guide to the countryside, is a testament to her inspiring work. It will be published by Conway (an imprint of Bloomsbury) on July 4th 2024.



RHIANE FATINIKUN



Publishing

- FINDING YOUR FEET

Conway, an imprint of Bloomsbury Publishing
Publication date - 4th July 2024

Broadcast

- COUNTRYFILE
- C4 NEWS
- GREAT BRITISH RAILWAY JOURNEYS
- WHEN CAMPING HOLIDAYS GO HORRIBLY WRONG
- CAROLINE QUENTIN'S NATIONAL PARKS

Guest interviewee - BBC1 (2021)
Guest interviewee - C4 (2021)
Guest appearance - BBC2 series 14, episode 3 (2023)
Guest interviewee - C5 special (2023)
Guest appearance - More4 (2023)

Journalism

- BOUNDLESS
- STYLIST
- WAITROSE WEEKEND

Online feature article (2021)
Online magazine column - Strong Women (2021)
Weekend Walks monthly column (2022 - ongoing)

Brand Campaigns

- VIVOBAREFOOT
- KOMOOT
- KEEN
- SELFRIDGES
- CANOPY & STARS
- NATURAL ENGLAND
- NORTH YORKS MOORS
- CUMBRIA TOURISM
- ADIDAS
- BERGHAUS
- BEATS
- UBER
- BARCLAYS
- KENT AONB
- HISTORIC ENGLAND
- SEKONDA

Natural Winter Hike campaign
Social media campaign
WD/Astoria West campaign
Super Culture Podcast appearance
Find Your Wild campaign
Countryside Code campaign
Social media campaign
Social media campaign
Freeda 'Crush on...' social media campaign
Ambassador role
Beats Insiders social media campaign
'Celebrating Changemakers' social campaign
Profile piece – Barclays online newsletter
Social media campaign
Missing Pieces online campaign
Social media campaign



Public Speaking

- KENDAL MOUNTAIN FESTIVAL
- ESMEE FAIRBAIRN FOUNDATION
- GREEN INFLUENCERS
- GONE WILD FESTIVAL
- BLOOMBERG
- DUKE OF EDINBURGH INTERNAL CONFERENCE
- SURFERS AGAINST SEWAGE
- NATIONAL TRUST
- WILD ABOUT DERBY
- WATES
- INDEPENDENT CINEMA
- DAPHNI AGENCY, PARIS
- RSPCA
- DUKE OF EDINBURGH GOLD AWARDS – BUCKINGHAM PALACE
- GLASTONBURY FESTIVAL
- SUMMER CAMP

WOLFSONG MEDIA