

Tiba Vroom

photo Veronica Melkonian



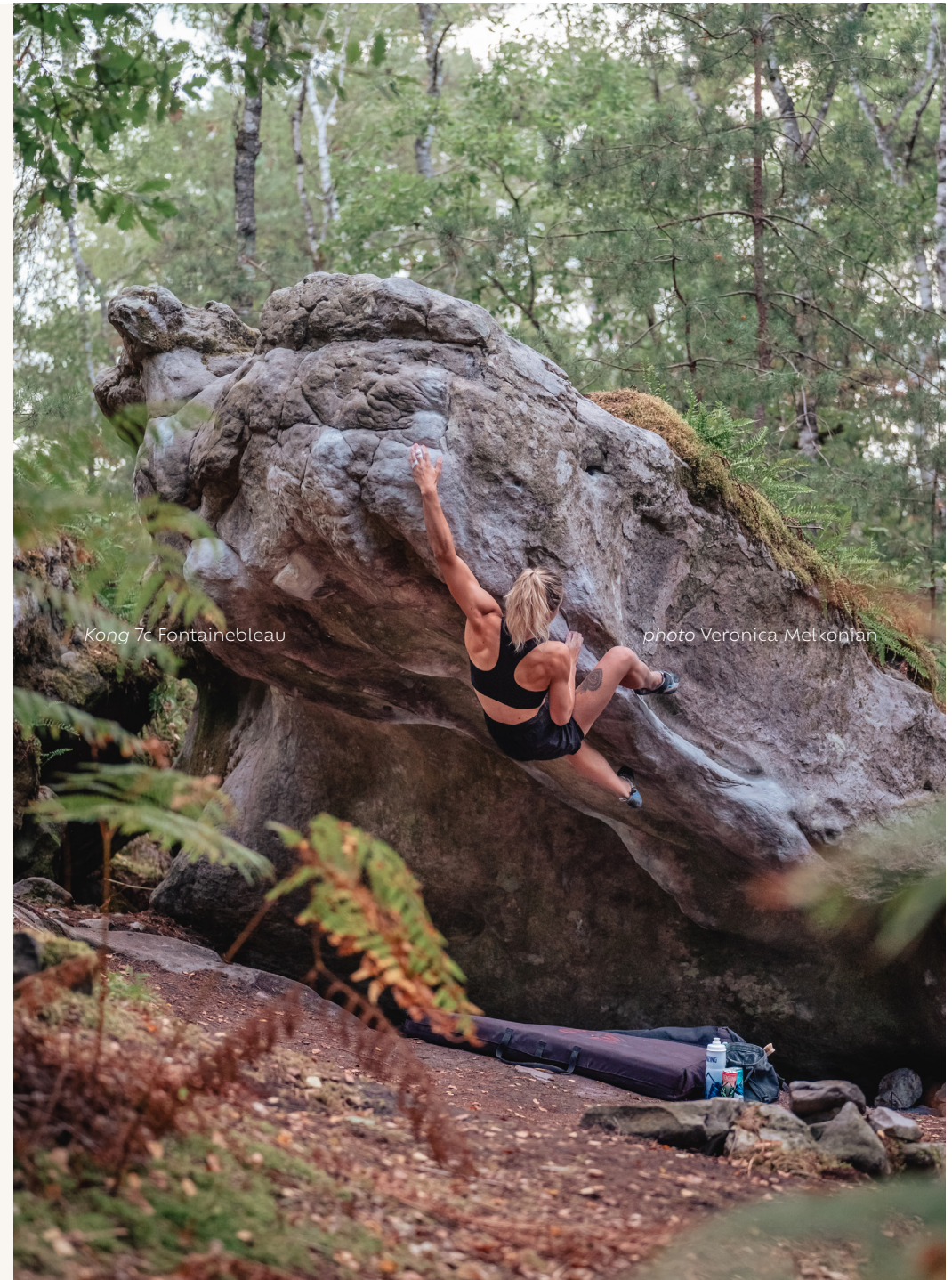
TIBA VROOM

My name is Tiba Vroom, I am 25 years old and I started climbing when I was six. Ever since I was a little girl I had a passion for sports as well as being outdoors, and climbing combined those two perfectly. From the first time I stepped into the Magical Forest of Fontainebleau, I was hooked. And the love for rock climbing has only grown stronger over the years.

Born *to* CLIMB

As I got older, climbing more and more became a platform for me where I could not only follow my own passion, but also share my values with others and make a positive impact on the world. It's how I can express myself and create a community around me. Now, I'm partially based in Leiden (NL) where I run my own bouldering gym, and partially in Fontainebleau (FR) where I climb as much as possible and support responsible outdoor bouldering.

LET'S TEAM UP TO MAKE AN IMPACT



Kong 7c Fontainebleau

photo Veronica Melkorian



Competition climbing

photo Sytse van Slooten

TIBA VROOM

Being from The Netherlands, a country without rocks, I started joining climbing competitions from an early age. As a member of the Dutch National youth team, I became National Youth Champion multiple times in both lead and bouldering, and made podium at the European Youth Cup.

Pushing *my* LIMITS

When I joined the senior competition circuit, I represented the Dutch National Team on the IFSC Bouldering World Cup circuit, became overall National Champion in lead and in bouldering, and competed in high profile international invitational comps such as *Dock Masters*, *Studio Bloc Masters* and *Master of Fire*.

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During my years of focusing on competition climbing, I always climbed outside a few times per year. However, it wasn't until Covid put the entire competition world on hold that I discovered my true passion for outdoor climbing, bouldering in particular.

NATURE *is* calling

That year of 2020 I went on my first serious rock trip, and immediately managed to push the limits of bouldering in The Netherlands by becoming the first Dutch women to climb an 8b boulder with my ascent of the famous *Riverbed* in Magic Wood, Switzerland. After that, I went on to climb many boulders of the eighth grade in areas all around Europe, and I'm pushing myself in the next years to reach the highest level in female outdoor bouldering.

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Riverbed 8b Magic Wood

photo Liam Fyfe

TIBA VROOM

Climbing has shaped my life in ways I never imagined, and that's why I want to share this lifestyle with the world and give back to the climbing community. In 2021 I founded *Wildflower*: the first non-profit bouldering gym in The Netherlands. At *Wildflower*, we created a high quality training facility where it's all about climbing and learning together in a likeminded community.

From dirt grows *the* FLOWERS

wildflower photo Stephan van den Berg

Wildflower has allowed me to host impactful events like the National Bouldering Championships 2023, an open Paraclimbing event, workshops from international pro climbers and clean up days in Fontainebleau. This way we continue to strengthen our values of community, inclusivity and sustainability and put these topics on the map in the international climbing world.

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photo Yeronica Melkhanian

It's *all* about COMMUNITY

To make a further impact on the climbing community I started my coaching company *ATMA climbing*. Based in Leiden and Fontainebleau, I help climbers develop in a holistic way, both indoors and out on the rocks, and spread the word about responsible outdoor climbing. Besides coaching, personal training and outdoor bouldering camps, *ATMA Fontainebleau* is where our community gathers for climbing, hanging out and staying at our gîte made from repurposed materials: *the Natural Climbing Lodge*.

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I believe that we, as climbers, have the responsibility to take care of our natural playground and the people that enjoy it. Therefore, we have to use the platforms that we have to the best of our abilities to promote this. I don't just want to be a climber, I wish to be a role model and raise my voice to increase sustainability and inclusivity in the climbing community.

Make *an* IMPACT

This is why I decided to get involved with the organisation of events like the *Women's Bouldering Festival* in Bleau and the *Sustainable Bouldering Festival* in Milly-la-Forêt, and became an active board member of *RespectBleau* and *l'Association Internationale des Bleausardes*, and plan to do more work with such non-profits in the future.

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I love sharing my climbing adventures and expressing my values and personality on my instagram page, producing content my own unique style. On different media platforms, I also share my climbing story and that of others via podcasts, video and articles.

EXPOSURE

Following my bouldering accomplishments in the previous years, I was featured in high profile climbing magazines like *Grimper Magazine*, *Kletterzene*, *Hoogtelijn* and *Spotter magazine*, and other media platforms such as *Mellow Climbing*, *EpicTV*, *8a.nu* and Dutch National radio and television.

In 2023 I was a guest in two of the biggest international climbing podcasts: *The Nugget Climbing Podcast* and *The Careless Talk Climbing Podcast*. Later that year, I started the very first Dutch climbing podcast as a co-host of *De KlimPodcast*.

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photo Jan Vint

Let's work TOGETHER

TIBA VROOM

Only together, we can make a true impact on the climbing community to make it more inclusive and sustainable. For me, that's where top climbers and brands can combine their facets and do big things. We must reach the climbers to get our message across: together we must protect our natural playground and strengthen the community.

As an athlete and entrepreneur who is where it's happening, I can produce unique photo and video content that inspires and sparks a positive brand image.

From my experience, I can organise events and connect the brand to my values in a tangible way, creating visibility and sincerity.

What I ask, is support to reach more people and to continue working more and more as an advocate for responsible climbing.

LET'S TEAM UP TO MAKE AN IMPACT

Let's team up *to* make *an* IMPACT



Photo Jörg Franzen