

Paddle Adventurer

OUTDOOR ADVENTURE CREATOR | PADDLE SPORTS EDUCATOR | PHOTOGRAPHER & VIDEOGRAPHER

about

Marybeth is one of Canada's leading paddleboarding-focused outdoor creators, inspiring a growing community of paddlers to explore safely through educational YouTube videos, destination guides, gear reviews, and backcountry expeditions.

As a Paddle Canada Flatwater SUP Instructor, Canadian Safe Boating Council Ambassador, and experienced outdoor educator, she partners with brands that align with adventure, safety, and the outdoors to create trusted, high-performing content that continues generating value long after publication.

social statistics

67K+ combined community

19K+	13.6K+	33.8K+

website

8K+ annual visitors

Driven largely by organic search

demographics

60% Women

76% Ages 25–54

51% Canada | 18% United States

partnership opportunities

Sponsored Content
Instagram, TikTok & YouTube Shorts

YouTube
Dedicated videos & brand integrations

UGC & Content Creation
Photo & video for brand-owned channels

Blog & SEO Content
Evergreen reviews, guides & resources

Tourism & Destinations
Adventure and destination storytelling





selected partners

red
EDDIE BAUER
Durham Tourism
Sport Durham
KEEN
Hydro Flask®
OUTDOOR MASTER
Canadian Safe Boating Council
Conseil canadien de la sécurité nautique
explore the BRUCE

let's work together!

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