

60^{of} 100Veruska
De Vita

Here to be Adventurous

A life shaped by words, water and curiosity.

Veruska De Vita has spent close to three decades working in communications, but writing and a fascination with the natural world have taken her career, and her life, in some unexpected directions.

Veruska has made a career out of telling stories: she has worked in PR and communications, building experience across strategy, corporate communications and stakeholder engagement in sectors including FMCG, logistics, B2B and regulatory environments.

Today, she is a founding partner of Twiga Communications, a boutique communications agency based in Johannesburg. Alongside her professional work, however, Veruska has always had another interest that has stayed with her: writing.

She describes herself as a writer at heart, with much of her work returning to questions about our relationship with nature and the way we treat the planet. She completed an MA in Creative Writing

at the University of the Witwatersrand, developing a particular interest in literary non-fiction.

Over time, the ocean became an increasingly important part of that writing. Her latest non-fiction book, *Deep Blue*, explores why people are drawn to the sea and the different ways water forms part of our lives.

Her research took her into swimming communities, cold-water immersion, healing and wellness, while also introducing her to scientists studying marine environments, elite athletes swimming extraordinary distances along South Africa's coastline and freedivers able to descend beneath the surface on a single breath.

Writing about these worlds eventually meant experiencing some of them herself. Veruska took up open-water swimming and began learning to freedive, giving her a different perspective on the environment she had been researching. What began as a way of understanding her subject became another part of her own life.

Alongside being an author, communications professional and business owner, Veruska is a mother and wife, a long-distance walker, open-water swimmer and learner freediver. There is also a more serious message behind her fascination with water. As a speaker, Veruska talks about the climate crisis and the need to better respect and protect the world's oceans and seas. Their health matters far beyond the people who swim in them or live alongside them. All life depends on water.

For someone who has spent much of her professional life helping others communicate, writing has given Veruska space to explore the subjects that matter personally to her. *Deep Blue* brings those interests together through storytelling, people and the natural world.

Her journey also shows that a career built over decades does not have to remain fixed. New interests can sit alongside established expertise and, sometimes, following a curiosity can lead somewhere entirely unexpected.

Your
story
matters

