

CWA Announces DiGiulian As 2024 CWA Summit Opening Keynote

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in [CWA Blog](#), [CWA Summit](#)

Boulder, Colo., 12/18/2023 – The Climbing Wall Association (CWA) is excited to announce Sasha DiGiulian as the opening keynote speaker at the 2024 CWA Summit. Two more keynote speakers are planned and their announcement is forthcoming,

DiGiulian will set an exciting tone for the indoor climbing industry's premier event, kicking off festivities with a welcome message and sharing her inspiring story of success as an athlete, activist, entrepreneur, and more.

Sasha is without question one of the most decorated female climbers in the world, constantly pushing the boundaries of what most think possible.

In addition to her climbing talent and background in the sport, Sasha has also embarked on successful business ventures, including being a founder of SEND Bars, a performance protein bar company based on her homemade recipes, and participating in a multitude of philanthropic endeavors.

Her story, mindset, and experience make her a perfect fit for the main stage at the 2024 CWA Summit.

"We are so honored to have Sasha as our keynote speaker at the CWA Summit," says Garnet Moore, CWA Executive Director.

"Sasha's story can inspire anyone, not just due to her amazing climbing achievements. She is clearly one of the greatest to ever participate in the sport, but what makes her so special is her ability to find the time, energy, and grit to continue to diversify her skills, push the limits of what is possible in climbing and business, and be a true advocate for the sport of climbing, especially for women in sport. **Her accomplishments, positive attitude, and poise helped to bring rock climbing to the mainstream and solidify it as a true sport."**



When she is not at the crag, Sasha believes in the transformative power of sports on youth and female development. As a woman making a career within a traditionally male-dominated space, she stands for equality in sport, access, pay, and treatment of female athletes.

To further this message, Sasha founded Female Focused Adventures, a production company that centers around storytelling in the female adventure space. Its aims to empower female content creators, striving to bolster the access and experiences of other women in the outdoors. Sasha has served as an advocate for the climbing industry by serving on the Board of the Women's Sports Foundation and as a Global Athlete Ambassador for Right to Play, Up2Us Sports, and the American Alpine Club.

Sasha is dedicated to the sport of climbing and sharing its values with a wider and more diverse population. Her TV/film presence expanded with the premiere of her new series, *No Days Off*, on Outside + and Red Bull TV, captivating viewers instantly.

Her next film, *Logical Progression*, will be released in 2023 on HBO, and her most recent expedition, *RAYU*, will be released at Telluride Film Festival and available on Reel Rock. Her first book, *Take the Lead: Hanging On, Letting Go, and Conquering Life's Hardest Climbs* was released by St. Martin's Press on September 26, 2023 with a nationwide book tour to coincide.

In addition to climbing, Sasha has a column with Outside Magazine and has been a published writer by other publications, including National Geographic, Rock and Ice, SELF, Seventeen, and CRAVE. She graduated from Columbia University in New York City, having studied Nonfiction Writing and Business.

Sasha will also be on-site during the 2024 CWA Summit, allowing for one-on-one interaction with attendees. She will be one of three CWA keynote speakers, with a pair of closing plenary keynote speakers announced in the coming weeks.

Learn more about DiGiulian and her story on her website at <http://sashadigiulian.com>.

The 2024 CWA Summit will take place in Portland, Ore. from Wed., May 15 through Fri., May 17th, 2024. Pre-conference workshops, featuring certification courses and exclusive professional development workshops, will take place May 13-15. You can view a full breakdown of the schedule, pricing, registrations, book your hotel stay, and learn more at www.cwasummit.org.

More details on the 2024 CWA Summit will be announced in the coming weeks, including information on session speakers, learning tracks, event highlights, new content, and more.

About the 2024 CWA Summit

The CWA Summit is the indoor climbing industry's premier conference strategically designed to provide professional development, networking opportunities, industry related news, and inspiration to continue to move the industry forward.

Hosted by the Climbing Wall Association, the 2024 CWA Summit will be hosted in Portland, Ore., at the Oregon Convention Center from May 13-17, 2024. The CWA looks forward to welcoming attendees representing climbing facilities of all sizes, colleges and universities, recreation centers, military installations, top manufacturers, and more. The CWA Summit includes 14 pre-conference workshops and certification events, deep dives into the industry's most important content in education sessions, the best networking experiences, the indoor climbing industry's top trade show, and so much more.

For more information and ongoing updates, [visit the CWA Summit Website](#).



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