



## Media Kit

### CONTACT INFORMATION

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### [PHOTOS](#) | [LOGOS/BRANDING](#)

### SOCIAL MEDIA

**Instagram:** [@carolineforutah](#)  
**Threads:** [@carolineforutah](#)  
**Twitter:** [@carolinegleich](#)  
**Facebook:** [/carolineforutah](#)

### SHORT BIO

Caroline Gleich is a professional ski mountaineer and community advocate running for the U.S. Senate in Utah to protect our families, our freedom, and our future. From climbing some of the biggest mountains in the world to testifying before Congress on the climate crisis, she has always used her platform to advocate positive change for people and the planet. Now, she's taking on one of her toughest climbs yet: running for the United States Senate to represent the incredible people of Utah, carrying with her the lessons learned from the mountains—unwavering commitment, resilience, and the determination to make positive change. Caroline is no stranger to an uphill climb, and she's ready to be a voice for Utahns seeking a senator who will listen, learn, collaborate, and never give up when a challenge is ahead.



## LONG BIO

Caroline Gleich is a professional ski mountaineer and community advocate running for the U.S. Senate in Utah to protect our families, our freedom, and our future.

From the time she was young, Caroline dreamed of climbing and skiing the biggest peaks in the world. Growing up with three brothers, she learned toughness, resilience, and a love for the outdoors. Her half-brother, Martin, played a pivotal role, introducing her to climbing and creating some of her happiest childhood memories.

Caroline's life changed tragically at 15 years old when Martin was buried by an avalanche in Stairs Gulch at the age of 37. Losing him changed her profoundly, igniting a commitment to honor his memory by embracing the challenges of the mountains. Ski mountaineering became her passion, and she worked her way up from coaching, being a ski nanny, and selling gear, to realizing her dream of becoming a professional athlete.

Despite being told from a young age that she would never achieve her goals, Caroline has taken on more than a few seemingly impossible challenges in her career, from becoming the first woman to complete all the lines in "The Chuting Gallery," a steep skiing guidebook to the Wasatch Mountains, to summiting Mount Everest with a torn ACL.

The defining moment came when she skied the very line where Martin lost his life. Fueled by a newfound determination, Caroline embarked on a mission to give back to the people and places that shaped her life.

Driven by her love for the mountains and for her community, she has fought passionately to protect our environment, using her voice and platform to speak out on crucial issues like climate change, public lands, and more. Ignoring warnings that it could harm her career, she rallied, lobbied, and testified, keeping her focus on advocating for people and the planet.

Now, she's taking on one of her toughest climbs yet: running for the United States Senate to represent the incredible people of Utah, carrying with her the lessons learned from the mountains—unwavering commitment, resilience, and the determination to make positive change. Caroline is no stranger to an uphill climb, and she's ready to be a voice for Utahns seeking a senator who will listen, learn, collaborate, and never give up when a challenge is ahead.



## CONTEXT

Inspired by Senator Romney's call for the next generation of leaders to step up, Caroline Gleich is running to represent Utah in the U.S. Senate because she believes that our state is ready for a new voice representing us. Our state is rapidly changing, and we have a real opportunity to make a difference here in this election.

Despite the conventional political wisdom, there are indications that Utah is trending toward being a purple state. For example, in this year's Republican presidential primary, Donald Trump received under 60% of the vote, with Nikki Haley garnering over 40%, her best showing in any state other than Vermont or New Hampshire. There is a significant proportion of traditional Republican voters who are unhappy with the direction of the GOP, and who are looking for a different kind of leadership.

On top of that, we are the fastest growing state in the nation, which means that not only are there many potential persuadable voters, but there is an increasingly large number of new voters whose participation could make a real difference in Utah's elections.

Caroline is a different kind of candidate than Utah has ever seen, and her story, her message, and her commitment to representing Utahns of all backgrounds make her uniquely positioned to activate new voters, reach disaffected Republicans, and bring together a winning team this November.

## PREVIOUS COVERAGE

**Salt Lake Tribune:** [World-renowned ski mountaineer, environmental activist running for Utah's open Senate seat](#)

**Park Record:** [Park City's Caroline Gleich says run for U.S. Senate answers Sen. Romney's call for a new generation of leaders](#)

**Deseret News:** [Democratic Senate candidate Caroline Gleich has summited Mount Everest, now she hopes to replace Mitt Romney](#)

**TownLift:** [Endurance athlete Caroline Gleich proves that anything is possible](#)

**Outside Magazine:** [Misogyny and Sexism Will Not Defeat Caroline Gleich](#)

**FreeSkier:** [Caroline Gleich becomes first female to ski all 90 lines in Utah's "The Chuting Gallery"](#)