

KARA
RICHARDSON
WHITELY



Speaker - Advisor - Influencer
AUTHENTIC GROWTH IN THE PLUS-SIZED MARKET

Kara Richardson Whitely is an adventurer and author of the memoir *Gorge: My Journey Up Kilimanjaro at 300 Pounds*, which is being made into a movie produced by and starring 'This Is Us' actress, Chrissy Metz.

Kara has partnered with brands like L.L. Bean, Columbia, Keen and Discover Puerto Rico to showcase diversity and inclusion and build positive brand sentiment in the plus-sized community. That makes up 67 percent of Americans, a largely ignored, yet untapped and propitious market.

Her mission to encourage people of all sizes and abilities to get active outside made her a great fit for Come Alive Outside's Board of Directors. She has inspired teams and individuals to overcome obstacles and bet on their own success at companies such as Pfizer, Google and Uber.

KARA HAS APPEARED IN

The New York Times



Backpacker

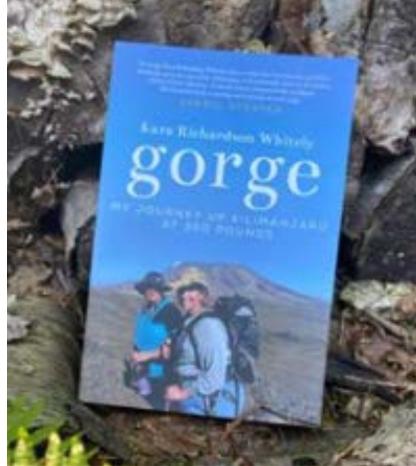


People

THE HUFFPOST

GOOD
HOUSEKEEPING





Workshops & Events

After climbing Mt. Kilimanjaro three times weighing as much as 300 pounds — a story now being made into a movie produced by and starring 'This Is Us' actress Chrissy Metz — Kara teaches teams of all sizes how to move mountains for themselves and their companies. She helps people harness the strength and resilience of this past year for the path forward.

Strategy Advisor

Working with the world's greatest wellness and adventure brands to build connection, movement and understanding for the 67 percent of U.S. women larger than size 12. Kara harnesses her understanding of disruptor strategy to make positive change for internal and external corporate campaigns. With monumental potential for growth in the wellness, adventure travel and outdoors sectors, the time is now to create positive sentiment for your brand amongst the plus-sized community.

Not Your Average-Sized Influencer...

Kara's unique message of resilience and tenacity paired with refreshing vulnerability about her experience as a plus-sized adventurer in an average-sized world is well received by her highly engaged following. Kara's followers look to her for advice on travel, gear, clothing and more. She leverages partnerships wherever possible. Some of the brands she has worked with include:

L.L.Bean

DISCOVER
Puerto Rico

TORRID



CLICK TO BOOK A CALL WITH KARA TO TALK ABOUT ENGAGING WITH THIS MARKET!