



SXSW EDU® CONFERENCE & FESTIVAL ANNOUNCES LUMA MUFLEH, INSPIRATIONAL REFUGEE ACTIVIST & FOUNDER OF THE FUGEES ACADEMY, AS OPENING KEYNOTE SPEAKER TO ADDRESS THE POWER OF ACCESSIBLE EDUCATION FOR ALL

February 1, 2023 // Austin, Texas – South by Southwest EDU® brings some of the most innovative advocates supporting education to its keynote stage each day of the conference. Today, SXSW EDU is excited to announce Luma Mufleh as its opening keynote speaker on March 6, 2023. Luma is a fierce advocate for innovative and accessible education for everyone. She is a soccer coach to a team of refugee youths, entrepreneur, thought leader, and an immigrant from Jordan who will share her insights on leadership and expanding access to education.

“We are honored to have Luma as a keynote speaker and share her inspiring work that aligns so well with everything that SXSW EDU stands for,” said Greg Rosenbaum, Senior Director of SXSW EDU. “Her work with immigrant and refugee populations, building connection and resilience through sport and her innovative school will be an inspiration for all who attend.”

Mufleh is the inspirational coach of a soccer team called the Fugees—short for refugees. The players on this team come from 28 war-torn countries, including Afghanistan, Iraq, Bosnia, Congo, Somalia, and Sudan. Her inspiring work helps students find ways to connect and unite across broad cultural divides while teaching the power of resilience through hardship.

She is a social entrepreneur with several businesses that gainfully employ refugees and immigrants in her community. Her latest endeavor is The Fugees Academy, the very first school for refugee boys and girls in the U.S. The Fugees Academy is an unparalleled opportunity to serve boys and girls in grades six through twelve with an intensive college-prep high school curriculum that meets their unique needs as bright and talented young people who came to the U.S. with little English or formal schooling but the hope of a better life. In this supportive but challenging environment, the Academy brings together diverse cultures and customs while working to prepare students to build the better life they have only dreamed of.

To learn more about Luma Mufleh and the full roster of speakers and sessions, please go to sxswedu.com/speakers-sessions/.

Press Credentials:

To register, please go to sxswedu.com/press/accreditation.

About SXSW EDU:

The SXSW EDU® Conference & Festival is a reflection of the world's most critical social issues as seen through the lens of education. This year's event will bring together the learner, the practitioner, the entrepreneur, and the visionary to share their groundbreaking stories, tackle complex issues, and build reimagined paths forward. As a community of diverse people who are united around a like-minded vision for the future, SXSW EDU serves as a place for attendees to renew their purpose in practice from both a personal and professional perspective. It is a place to reinforce the core principles of teaching and learning as well as an opportunity to express your creativity and passion for education. SXSW EDU is a component of the South by Southwest® family of conferences and festivals that has grown from 800 to over 8,000 registrants in the last decade. Join the passionate and innovative community at SXSW EDU, March 6-9, 2023.

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