**

News Release

FOR IMMEDIATE RELEASE

Effective May 30, 2023

[www.womennmedia.com](http://www.womennmedia.com)

**WiM to Honor Juliane Grosso with Women In Media’s 2023 Icon Award**

Women In Media is pleased to honor Juliane Grosso as Women In Media’s 2023 Icon Award recipient.

Each year Women In Media (WiM) presents the Icon Award to celebrate a women in the cinematographic arts who has a long-standing record of supporting the entertainment community, earning the respect and admiration of her peers. Women In Media promotes gender balance in the film and entertainment industries through networking, professional development, and advocacy for filmmakers who work above and below the line. The Icon Award is traditionally celebrated at WiM's Altitude Awards which will held at Cine Gear Expo LA this year.

Juliane Grosso is the CEO of Cine Gear Expo which she founded with her late husband, Karl Kresser, 25 years ago. The much anticipated gathering of professionals in the film and entertainment industry has grown to over 300 exhibitors and thousands of attendees with master classes, a student film competition, and speaker sessions. With timely events in Hollywood, Atlanta, and New York, this premier networking event has become a hub of education and collaboration, dedicated to the art and technology of filmmaking.

Tema Staig, Executive Director and Founder of Women In Media, explains, “Juliane’s dedication to connecting artists and technicians to the gear they need is inspirational. Her ability to bring the community together is nothing short of miraculous. I can't wait to celebrate her achievements and present her with the Icon Award.”

WiM's Staig will bestow the award during the Cine Gear Expo VIP party on Friday, June 2nd, at the Paramount Theater, immediately following The Altitude Awards, which will be celebrated in Theater 5.

###

**About Women In Media**

In 2010, Women In Media started as an informal group of like minded folks who wanted to network and hire more women. In 2017, WiM became a 501(c)(3) Charity ~ EIN# 82-1807178, and expanded services to include education and initiatives. The cornerstone program is the CAMERAderie Initiative, which has boosted the careers of women and gender non-conforming folks from every department in the crew with development, production, and post production of high production short films. Through mentorship, education, and long term support, with an eye towards sustainable jobs, WiM has helped propel the industry closer to the goal of 40% – 60% women and gender non-conforming folks working in every crew, every department, on every show. For more information on Women In Media, visit [www.womennmedia.com](http://www.womennmedia.com/).

###