



Professional Bio: Luc Swensson

Luc Swensson was born in Boise, ID in 2005 and moved to Great Falls, MT shortly after. Luc grew up in a broken home and struggled with the constant push and pull of that environment. Fortunately, at age 7 he found racing. Luc raced a variety of cars over the years, and he used that platform to help kids struggling with pediatric cancer. He found a passion for helping others that would lead to a life-changing opportunity in 2017 when he founded the I Love This Life Foundation at the age of 12. He made his first public speaking appearance in 2018 and launched his IMAGINE BELIEVE ACHIEVE school assembly program the following year. Luc has delivered his assemblies to over 40,000 students and distributed over 15,000 copies of his 52-week interactive journal titled 'Create Your Great'. Luc's vision is to give every child the hope to dream big. In 2020 he formed HOLO Brand, an apparel company to benefit kids from single-parent households. That same year he hosted Camp HOLO, a summer camp for kids struggling with self-esteem and bullying issues. In 2023 he developed a leadership program titled 'Leadership through Adversity' for students and professionals that outlines how to take the hardest times of your life and make them the most impactful in a positive way. Luc's message is an uplifting and motivational story of overcoming hardship while inspiring others to see life with a hopeful outlook.