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FOR IMMEDIATE RELEASE

Alliance of Women Coaches Announces Partnership with Coaches Inc.



Today the Alliance of Women Coaches and Coaches Inc. announce a partnership that will assist in legal and career counsel.

Coaches Inc. is a sports marketing agency that represents college and professional sports coaches, offering services in contract negotiations, legal consultation, career planning, and marketing and promotional opportunities.

"The partnership with Coaches Inc. is significant for us," said Alliance executive director Megan Kahn. "If we want to be a game-changer in retaining and increasing the number of women in coaching, we need others in the industry eager to help our cause. Coaches Inc. is well-respected in the industry and is willing to assist us in better positioning female coaches in the marketplace for head coaching jobs. Additionally, it's an invaluable benefit for our members to have access to legal consultation with Coaches Inc."

Coaches Inc. will also contribute to the Alliance by providing educational sessions at future NCAA Women Coaches Academies. The NCAA Women Coaches Academy, conducted in partnership between the Alliance and the NCAA, is a unique, transformational in-person learning opportunity for female coaches.

Founded in 2006 by former NFL Coaches Association attorney Dennis Cordell, Coaches Inc. has grown into a dynamic company with an impressive current client list of professional and collegiate football, men's basketball and women's basketball coaches.

"We're very excited to partner with the Alliance of Women Coaches, and look forward to the opportunity of providing the membership assistance in any career-related matters and advancement opportunities," said Garry Rosenfield, attorney with Coaches Inc. "The Alliance is well-known for enhancing and enriching the professional lives of its membership, which is a passion we share as an organization."

The Alliance of Women Coaches is the premier organization dedicated to leading the field of women coaches, at all levels, by providing support, resources, and unparalleled events and programs which address the needs and interests of its members.

For more information on the Alliance of Women Coaches, visit www.gocoaches.org
For more information on Coaches Inc., visit www.coachesinc.com

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