



FOR IMMEDIATE RELEASE

WeCOACH Announces New Two-Year Partnership with Gatorade Performance Partner

January 31, 2023 - WeCOACH is excited to announce a two-year partnership with Gatorade, the world's global leader in sports fuel. Through this partnership, WeCOACH members will have opportunities to learn from the Gatorade team of hydration, nutrition, sports-science and research experts, as well as access to world-class performance resources. Specifically, Gatorade will provide presenters for WeCOACH leadership programs and offer dedicated online performance tools, articles, videos and more to benefit WeCOACH members.

"On behalf of our WeCOACH Community, we are thrilled to welcome Gatorade, and we look forward to the learning opportunities created through this partnership," said Vanessa Fuchs, WeCOACH CEO. "WeCOACH is experiencing exponential growth, and this partnership will empower our expanding network of sports coaches, strength & conditioning coaches, athletic trainers, nutrition professionals and athletic administrators with performance resources to benefit themselves, as well as the student-athletes they lead."

"Gatorade is proud to announce this exciting partnership with WeCOACH," said Molly Matson, Marketing Director, Gatorade. "As we continue to grow the first multidisciplinary community of sports practitioners with Gatorade Performance Partner and support practitioners in their work, WeCOACH is a great addition that allows us to expand our audience. WeCOACH has done tremendous work to empower women in coaching, and we are eager to support their efforts with our expertise in sports science and our ever-growing network of sports practitioners."

On April 6, National Student-Athlete Day, Gatorade will lead a WeCOACH Video Chat on The Female Athlete: Energy and Nutrition Strategies. To learn more about this Video Chat, visit wecoachsports.org/programs-events/video-chats-2. To learn more about Gatorade Performance Partner, visit performancepartner.gatorade.com/.

About Gatorade

The Gatorade Company, a division of PepsiCo (NASDAQ: PEP), meets the needs of consumers who participate in sports and fitness, through brands that include Gatorade, Propel, Muscle Milk and Evolve. The solutions they provide are driven by a deep understanding of the unique occasions and needs across athletic activity. Gatorade, their marquee brand, is underpinned by a 56-year history of studying the best athletes in the world, and sports nutrition research by the Gatorade Sport Science Institute, allowing it to provide scientifically formulated products that meet athletes' needs both on and off the field. For more information and a full list of products, please visit www.gatorade.com.

WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD.

About Gatorade Performance Partner

Gatorade Performance Partner is the first multidisciplinary community of sports performance professionals. Membership is free and provides exclusive benefits like complementary CEUs, science-backed resources, and opportunities to discover all the latest that Gatorade has to offer. For more information, visit performancepartner.gatorade.com/.

About WeCOACH

Founded in 2011, WeCOACH is a one-of-a-kind nonprofit dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs. Prior to Title IX, over 90% of women's collegiate sports teams were coached by women. Today, 50 years later, data indicates that number has decreased to a stagnant 41% in all three NCAA Divisions, with only 7.3% women coaches of color. Five percent of women coach men's teams, and at the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. As part of its year-long Title IX 50th Anniversary campaign, WeCOACH launched MOVE the NUMBERS to help change the landscape for women coaches and to impact history for the next 50 years. For more information, visit wecoachsports.org/50th.