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FOR IMMEDIATE RELEASE

**WeCOACH Media Contact:**

Whitney Showalter

[info@wecoachsports.org](mailto:info@wecoachsports.org)

**WeCOACH Announces Promotion for Team Member Lizzy Ristano**

October 30, 2023 – WeCOACH CEO, Vanessa Fuchs, is pleased to announce Lizzy Ristano has been promoted to Associate Director of Member Outreach & Engagement. In this newly created position, Ristano will oversee the development and implementation of strategic initiatives and communications to ensure all WeCOACH members maximize their membership experience. This position will also offer personalized member outreach to promote year-round engagement and a strong return on investment.

“As our Community grows, a priority focus is to ensure we maintain a personal touch and connection with our members. We want them to engage with our programs and events year-round. Lizzy has played a significant role in helping to elevate WeCOACH to unprecedented levels of success since joining our team over one year ago. With her 17+ years coaching experience, along with being one of our very own WCA graduates, Lizzy has been in our members’ shoes and is exactly who we need leading our outreach & engagement efforts,” said Vanessa Fuchs, WeCOACH CEO.

Prior to joining Team WeCOACH in August 2022, Ristano served her alma mater as Notre Dame Softball’s Associate Head Coach for 17 years. An active WeCOACH member for many years, Lizzy graduated from the WeCOACH-NCAA Women Coaches Academy (WCA) in 2010. In her first 14 months with WeCOACH, she fulfilled roles with memberships, programs and events, and external communications.

To learn more about Team WeCOACH, visit <https://wecoachsports.org/about/staff/>. To learn more about WeCOACH programs and member benefits, visit [wecoachsports.org/membership/why-join](https://wecoachsports.org/membership/why-join).

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About WeCOACH

Founded in 2011, WeCOACH is a one-of-a-kind 501(c)(3) 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, over 50 years later, the data indicates that

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number has decreased to 46% in Division I, 41% across all three NCAA Divisions, with only 6.2% women head coaches of color (Division I). Only 5% women coach men's teams. At the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. WeCOACH launched MOVE the NUMBERS in 2022 to help change the landscape for women coaches and the student-athletes they lead. If she can see her, she can be her. For more information visit [MOVE the NUMBERS](#).