



FOR IMMEDIATE RELEASE

Alliance of Women Coaches Officially Becomes WeCOACH

August 21, 2018 - The Alliance of Women Coaches has officially changed its name and marks to WeCOACH.

Since 2011, when the Alliance was founded, it has experienced unprecedented growth, becoming the premier membership organization committed to recruiting, advancing and retaining women in the coaching profession. With growth and transformation under new leadership and infusion of passionate board members, the organization was primed for a pivotal step forward.

“We couldn’t be more excited to share WeCOACH with the world,” said Executive Director Megan Kahn. “The new name, colors, and logo not only set us apart visually, but better represent the heartbeat of our membership – our coaches of all sports and all levels. While our mission remains the same, this evolution will take us to new heights in enabling us to broaden our reach and impact.”

After the Whistle, a full-service integrated marketing firm based in Chicago, was the chosen agency to develop the new name and logo.

The WeCOACH name represents a strong, engaged and unified community of coaches across sports and levels. The simple, straightforward and powerful design showcases the fortitude of the organization and symbolizes “strong women” as coaches, leaders and role models.

The sharp lines in the logo subliminally form two interlocking triangles creating the first letter – W – of WeCOACH, a nod to women, and establishing a union of strength. The center triangle represents the heartbeat of the organization – its membership – and creates 3 points of interconnection, representing the three pillars of the organization’s work: to recruit, to advance, and to retain women in coaching. The outer circle softens the design, representing an inclusive, safe community for growth and sharing, where voices are stronger when unified.

For more information on WeCOACH and the rebrand, visit their new [website](#) or www.wecoachsports.org.

About After the Whistle

After the Whistle (www.afterthewhistle.com) is a full-service integrated marketing firm covering media, branding, creative services and events. Co-founders Jackie Paulus, Shanae’ Paulus, and Jimmy de Castro use their eclectic mix of experience across media, production, events and sports to help people and brands elevate tell their story.

All Sports. One Voice.

What They're Saying About WeCOACH...

WeCOACH is the collective voice for women in coaching, and it's never been more vital. If girls and women are to get the experience of a female head coach; if they're to get to see a woman of competence and authority as part of their athletic career, we need WeCOACH to stand up to the sexism that limits women in athletics. The double-standards, the different performance evaluations, and the inability to address Title IX violations that affect women athletes are depressingly familiar. Only a collective voice and action can change the profession for women.

- Nancy Hogshead-Makar, Champion Women CEO, civil rights lawyer, Olympic gold-medal swimmer

The rebranding of WeCOACH embodies our vision for inclusion of all women coaches actively growing, sharing, and improving together. Everything about the name, the logo, and the bold colors represent who we are and what we do together.

- Cecile Reynaud, President of WeCOACH Board of Directors, AVCA Hall of Fame, and member of USA Volleyball Board of Directors

As the profession of coaching has evolved, so too has the need for organizations that develop coaches to find ways of making their own forward progress. While WeCOACH has always been the leader in educating and mentoring women in the coaching profession, their rebranding has positioned them to extend their impact and reach beyond gender and classification, and into the global coaching community at large. The future of coaches everywhere is brighter tomorrow because of the work WeCOACH is doing today.

- Jason Belzer, Founder, AthleticDirectorU, Founder and President, Global Athlete Management Enterprises, Inc., Forbes Contributor, Rutgers Professor

Love the new name and excited about the mission!

- Beth Launiere, Head Women's Volleyball Coach, University of Utah

It is so important for female athletes to see and experience female coaches in sport. WeCOACH is an important support network to assist and unify women in coaching. Their new brand has a unifying logo and theme that incorporates all the extraordinary qualities of female coaches in our profession!

- Colleen Murphy, Head Women's Swimming Coach, Air Force Academy

I love the direction we are taking with the rebrand. Women are coaches and we make a difference in the lives of our athletes across all levels and sports. WeCOACH represents this and so much more that is relevant and modern about women coaches.

- Missy Price, Head Women's Soccer Coach, Wellesley College