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FOR IMMEDIATE RELEASE

## **WeCOACH Announces Partnership with the United States Marine Corps**

June 10, 2020 – WeCOACH has announced a national partnership with the United States Marine Corps.

“We are thrilled to welcome the Marine Corps to the WeCOACH family. Their national visibility and iconic leadership principles seamlessly align with our community of women coaches. Together, not only can we better the landscape for women in the profession, but also raise the bar in positively influencing tomorrow’s leaders,” said WeCOACH CEO Megan Kahn.

The Marine Corps' national partnerships provide valuable opportunities to spread public awareness of the Marine Corps' purpose by connecting the brand to those communities it serves. The relationships established between the Corps and athletic communities ensure its message of aspirational service resonates with coaches, athletes and their influencers.

This significant partnership provides an opportunity for the Marine Corps to engage with our key constituents which are integral to meeting their recruiting objectives, while also observing important social distancing guidelines. WeCOACH and the Marine Corps will leverage mixed media, custom content, virtual chats, and meet-ups to share their core values and exchange experiences with the WeCOACH female coaching community.

“The United States Marine Corps is proud to begin a partnership with WeCOACH as a sponsor of their member programming. We are honored to extend our support to coaches and look forward to forming invaluable relationships throughout our engagement with the WeCOACH community,” said LtCol Christian Devine, National Director of Marketing & Communications for the Marine Corps Recruiting Command.

### About the United States Marine Corps

Marine Recruiters serve in every corner of the country and our priority during this national health emergency is the safety of our Marines, their families, and the communities where they live and work. Right now, it’s as important as ever that we band together as a nation, adjusting our approach while remaining focused on our mission.

The United States Marine Corps looks forward to forming enduring relationships with, and lending our support to, those coaches and athletic facilitators who help young Americans win battles every day.

### About WeCOACH

Founded in 2011, WeCOACH has become the premier membership organization committed to recruiting, advancing, and retaining women coaches across all sports and levels. Previously known as the Alliance of Women Coaches, the organization reinvigorated its brand in August 2018. By providing a supportive and unified network, educational programs and resources, and access to in-person and digital resources, WeCOACH is changing the landscape for female coaches.