



FOR IMMEDIATE RELEASE

WeCOACH Extends Partnership with United States Marine Corps

March 25, 2021 – WeCOACH has extended its national partnership with the United States Marine Corps.

“We are excited to announce a continuation of the Marine Corps partnership and are appreciative of their continued support of the WeCOACH community. As we elevate and enhance our programmatic offerings and resources, their leadership principles embody the characteristics we hope our women coaches strive to model in their own environments,” 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 across a number of platforms and programs with the WeCOACH community. The Marine Corps will leverage mixed media, custom content, virtual presentations, and meet-ups to share their core values.

“The United States Marine Corps is proud to continue our partnership with WeCOACH and extend our support to Women coaches nationwide. We 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 Corp Recruiting Command.

About the United States Marine Corp

Our Marine Recruiters serve every corner of the country and our priority during this national health emergency is their safety as well as the safety of 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 women coaches.