



FOR IMMEDIATE RELEASE

WeCOACH Renews Partnership with NSF Certified for Sport®

June 22, 2021 – WeCOACH has renewed its longstanding partnership with NSF Certified for Sport®. Specific to the world of sports, NSF International’s Certified for Sport® program helps athletes, coaches, and consumers make educated decisions when choosing sports supplements.

“We are excited to bring back our partnership with NSF Certified for Sport®. They are the gold-standard in the industry and allow us to strengthen our commitment to helping our coaches and their student-athletes feel assured that the products they are using are safe. Additionally, providing these valuable educational materials and supplement safety resources to our community of women coaches across all levels is paramount to team and individual success,” said WeCOACH CEO Megan Kahn.

To meet the growing demands of athletes, coaches and all those concerned about banned substances in sports supplements, NSF International created the Certified for Sport® program. The program certifies that what is on the label is in the bottle and that the product does not contain unsafe levels of contaminants, prohibited substances or masking agents. Certification also means that supplement manufacturers and their suppliers meet stringent certification guidelines. This partnership will help disseminate key educational content and supplement safety resources to the WeCOACH membership throughout the remainder of this year.

“WeCOACH creates exceptional resources for their members and shows dedication to diversity and inclusion for their community across sports. NSF is excited about their 2021 collaboration and sharing with and learning from such a great group of coaches and industry influencers,” said John Travis, NSF Certified for Sport® Program Manager.

About the NSF Certified for Sport®

NSF International’s global Certified for Sport® program helps athletes, dieticians, coaches and consumers make safer decisions when choosing sports supplements. The Certified for Sport® certification is the only independent third-party certification program recognized by the United States Anti-Doping Agency (USADA), Major League Baseball, the National Hockey League and the Canadian Football League. Certified for Sport® is also recommended by the NFL, NBA, PGA, LPGA, CCES, CPSDA, iNADO, Ironman, NASCAR, Taylor Hooton Foundation and many other organizations seeking to mitigate the risks of contaminated dietary supplements.

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.