



FOR IMMEDIATE RELEASE

WeCOACH Expands Partnership with Jostens

July 29, 2021 – WeCOACH has expanded their partnership with Jostens, the trusted brand and leader when it comes to helping its customers celebrate defining moments that matter. Jostens has captured the stories of more NFL, MLB, NBA, NHL, MLS, IndyCar and NASCAR® champions than any other organization, and its footprint at the intercollegiate and high school level is second to none.

“We are excited to take our partnership with Jostens to the next level. We are grateful for their longtime support of our Lifetime Achievement Award, and now we get to expand their brand visibility and presence across more of the WeCOACH platform and community,” said Megan Kahn, CEO of WeCOACH.

The partnership includes producing and presenting the Lifetime Achievement Award during the premiere WeCOACH and Hudl co-hosted digital event, [BreakThrough Summit](#) on December 14, 2021. The inaugural award was presented to two-time World Cup Champion Jill Ellis in 2019 and retired Notre Dame Women’s Basketball Coach Muffet McGraw in 2020. This year’s recipient will be announced this Fall. Jostens also produced the Leadership Award, which was given this week during the inaugural WeCOACH High School Women Coaches Leadership Academy.

“Jostens has been a proud longtime supporter of women’s sports and women coaches and believes deeply in WeCOACH’s mission and vision,” said Chris Poitras, Vice President and General Manager of Jostens College and Professional Sports Division. “We are excited and honored to expand our partnership with WeCOACH, continue to invest in the work they are doing to empower and advance women in coaching, and interact with the WeCOACH community.”

About Jostens

Jostens is a trusted partner in the academic and achievement channel, providing products, programs and services that help its customers celebrate moments that matter. The company's products include yearbooks, publications, jewelry and consumer goods that serve the K-12 educational, college and professional sports segments. Founded in 1897 and based in Minneapolis, Minn., Jostens is owned by Platinum Equity and can be found online at jostens.com.

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. Visit wecoachsports.org for more information.