



FOR IMMEDIATE RELEASE

WeCOACH Renews Partnership with the United States Marine Corps

March 23, 2022 – WeCOACH is proud to announce an extended national partnership with the United States Marine Corps.

“As we embark on our third year of partnership with the United States Marine Corps, this year is particularly special as we celebrate the 50th Anniversary of Title IX. Our women coaches and the student-athletes they serve demonstrate a fighting spirit much like that of Marines. We salute the Marine Corps for uniting with us to positively impact the career trajectories of women coaches in all sports and levels” said WeCOACH CEO Vanessa Fuchs.

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 its extended network of women coaches nationwide. The relationships forged throughout our engagements with the WeCOACH community are critical and indispensable predicated on development, mentorship, teamwork, and community,” said LtCol Rob Dolan, National Director of Marketing & Communication, Marine Corps Recruiting Command.

About the United States Marine Corps

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.