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FOR IMMEDIATE RELEASE

## **WeCOACH Announces New Partnership with Eastbay Team**

April 18, 2022 – WeCOACH is thrilled to announce a new national partnership with Eastbay Team, the presenting sponsor for the second annual virtual High School Women Coaches Leadership Academy to be held July 26-27, 2022.

“We are grateful to enter this first-year collaboration with Eastbay Team. As we approach the 50th Anniversary of Title IX, the momentum nationally to support and elevate women in sports is at an all-time high, and the Eastbay Team ConqHER initiative aligns well with our WeCOACH mission to recruit, advance and retain women coaches in all sports and levels. Together through this partnership, we will empower women coaches and the athletes they serve to continue breaking barriers,” said Vanessa Fuchs, WeCOACH CEO.

The partnership provides a tremendous opportunity for Eastbay Team to engage with our community of women coaches across multiple programming elements while building awareness of their ConqHER initiative. Launched in 2020, the ConqHER campaign continuously highlights women who are breaking barriers in sport every single day demonstrating that sports cannot be defined by gender.

“Eastbay Team is very excited to partner with WeCOACH on their High School Women Coaches Leadership Academy and BreakThrough Summit. We are true supporters of making a difference and WeCOACH is making a difference for women coaches today and tomorrow and we’re proud to be alongside them in doing so,” said Mark Watts, Eastbay Team Vice President.

Registration for the High School Women Coaches Leadership Academy begins today, April 18 and is open to women coaches at the High School and Club levels. For more information click [here](#).

### About Eastbay

Eastbay was founded in 1980 when high-school runners, coaches, and lifelong friends Art Juedes and Rick Gering found themselves unsatisfied with the selection of running shoes available for athletes. Their idea of bringing shoes directly to the athletes grew from hosting shoe clinics around Central Wisconsin to joining the Foot Locker, Inc. family in 1997. The partnership provided Eastbay access to a wider range of the market and an even larger selection of gear aligning with their vision of being the go-to resource for pro-grade gear, casual styles, and expert training tips for athletes who care about winning.

### 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, leadership and development programs and resources, and access to in-person and digital resources, WeCOACH is changing the landscape for women coaches.