



## FOR IMMEDIATE RELEASE

WeCOACH Media Contact:  
Whitney Showalter  
[info@wecoachsports.org](mailto:info@wecoachsports.org)

# WeCOACH Announces New Section-Wide Partnership with USTA Southern

March 5, 2024 – WeCOACH is excited to announce a section-wide partnership with the United States Tennis Association (USTA) Southern Section. The partnership will impact current and new women coaches by providing complimentary membership to women tennis coaches who live in USTA Southern, which includes the states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. With over 167,000 members, the USTA Southern represents more than 26 percent of the USTA membership.

"I am very excited about partnering with the WeCOACH organization. USTA Southern knows that the need for female coaches is an important aspect of the organization and the growth of our sport. Teaming up with WeCOACH and providing professional development and networking opportunities between our two organizations is essential to fulfilling our USTA Southern goals. Having young female athletes look up to female professionals is priceless. We can do some things alone, but together with WeCOACH, we can do so much more," said Maria Cercone, USTA Southern Director, Junior Competition & Player Development.

"We are thrilled to announce our partnership with WeCOACH. Together, we're serving a winning strategy to elevate professional development for all female coaches in our Southern Section. Our goal is clear: Empower coaches with the tools to broaden networks, deepen expertise, and emerge as exceptional leaders in tennis. Female coaches are crucial for the growth and health of our sport and are key in helping the next generation of tennis players. This

marks a historic moment as USTA Southern becomes the first USTA section to align with such a premier coaches' organization," said Matt Olson, USTA Southern Executive Director & COO.

USTA Southern members will now have access to various premier programs that will help them grow professionally. These programs include the Youth & High School Women Coaches Academy, Regional Workshops, Mentor Program, Video Chats, WeAMPLIFY (women of color initiative), and the About Time podcast. In addition, this partnership also offers access to two new programs, WeCONNECT Women Coaches, which is a peer-to-peer learning opportunity led by coaches, and WeELEVATE, a program that focuses on assistant and associate-head coaches who aspire to become head coaches.

"USTA Southern has pioneered an initiative to help promote the growth and development of the women coaches in their Section. We are impressed with their vision, intentionality, and efforts to effectively identify and recruit more women coaches to ensure diversity within their tennis community. We are proud to be a resource and excited to welcome the USTA Southern coaches into our community," said Vanessa Fuchs, WeCOACH CEO.

To learn more about WeCOACH programs and member benefits, visit [wecoachsports.org/membership/why-join](https://wecoachsports.org/membership/why-join).

###

### **ABOUT USTA SOUTHERN**

The USTA is the national governing body for the sport of tennis in the U.S. and the leader in promoting and developing the growth of tennis at every level – from local communities to the highest level of the professional game. It owns and operates the U.S. Open, the largest annually attended sporting event in the world, and launched the U.S. Open Series linking six summer tournaments to the U.S. Open. In addition, it owns about 90 Pro Circuit events throughout the U.S., and selects the teams for the Davis Cup, Fed Cup, Olympic and Paralympic games. A not-for-profit organization with more than 515,000+ members, it invests 100 percent of its proceeds in growing the game. It is divided into 17 sections, of which USTA Southern is the largest. The 168,000+ USTA members living in Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee make up USTA Southern, and account for 26.8 percent of the total USTA membership. A professional staff housed in Peachtree Corners, Ga., carries out USTA Southern's daily operations, but policy is formed and much of the organization's work is executed via a board and committee structure of more than 200 volunteers. For more information about the types of programs and services offered by USTA Southern, visit [USTA.com/Southern](https://USTA.com/Southern).

### **ABOUT WeCOACH**

Founded in 2011, WeCOACH is a one-of-a-kind 501(c)(3) nonprofit dedicated to recruiting, advancing, and retaining women coaches in all sports and levels through year-round professional growth & leadership development programs. Prior to Title IX, over 90% of women's collegiate sports teams were

**WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!**



coached by women. Today, over 50 years later, the data indicates that number has decreased to 46% in Division I, 41% across all three NCAA Divisions, with only 6.2% women head coaches of color (Division I). Only 5% women coach men's teams. At the youth level, the data is hard to estimate, approximately less than 20% of teams are coached by women. WeCOACH launched MOVE the NUMBERS in 2022 to help change the landscape for women coaches and the student-athletes they lead. If she can see her, she can be her. For more information visit [MOVE the NUMBERS](#).