



FOR IMMEDIATE RELEASE

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WeCOACH Announces New Section-Wide Partnership with USTA Missouri Valley

March 28, 2024 – WeCOACH and the United States Tennis Association (USTA) Missouri Valley are pleased to announce a new section-wide partnership. The partnership will impact current and new women coaches who are members of the USTA Missouri Valley by providing year-round professional growth and leadership development through WeCOACH memberships.

“This dynamic organization will enhance our ability to empower our coaches with additional tools, expertise, and expanded networks, allowing them to grow professionally,” said Mary Buschmann, USTA Missouri Valley CEO and executive director. “We know that adding this partnership will enhance our efforts to expand our pool of female coaches, who are crucial in our efforts to grow tennis and allow them to become the future leaders in our sport.”

The USTA Missouri Valley membership allows coaches to engage in numerous premier programs offered by WeCOACH and provides the opportunity for coaches to build their personal networks as well. Programs include, but are not limited to, 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, access to several new programs that were launched in 2023 will be available. This includes 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.

“We are excited to welcome the USTA Missouri Valley women coaches to our WeCOACH community. This membership will further enhance opportunities for coaches to grow their coaching skills and advance in their careers through the wide array of leadership programs

WeCOACH offers. This collaboration speaks volumes about the USTA Missouri Valley's commitment to growing the number of women coaches in tennis. We cannot wait to see the positive impact and opportunities that lie ahead," said Vanessa Fuchs, WeCOACH CEO.

To learn more about WeCOACH programs and member benefits, visit wecoachsports.org/membership/why-join.

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ABOUT USTA MISSOURI VALLEY

As one of 17 USTA sections in the United States, the USTA Missouri Valley serves over 23,000 members across the states of Iowa, Kansas, Missouri, Nebraska, and Oklahoma through its mission to grow tennis and inspire healthier people and communities everywhere. Tennis participation has seen growth for four consecutive years. According to the latest Physical Activity Council's participation report, more than 23.8 million people hit the tennis courts in 2023. Tennis has been shown to have a significant positive impact on the health of participants. Tennis players on average lived an additional 9.7 years than sedentary individuals. For more information visit usta.com/ustamissourivalley

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 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](#).

WeTEACH. WeINSPIRE. WeMOTIVATE. WeLEAD. WeCOACH!