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WeCOACH Announces Jostens as Official WeCELEBRATE Moments Partner

January 16, 2023 – WeCOACH is excited to announce an expanded partnership with Jostens, the leading provider of championship jewelry and awards. The renewed partnership will feature Jostens as the official WeCELEBRATE Moments partner of WeCOACH, producing awards for our annual WeCOACH awards program that includes Lifetime Achievement Awards, Coach of the Month, as well as recognition awarded during each Academy program.

“Jostens has been a special part of creating celebration moments for our WeCOACH Community since 2019 and we are excited to expand their impact to all aspects of our annual recognition and awards initiatives. We are grateful for Jostens’ leadership who are passionately committed to helping advance our mission.” said Vanessa Fuchs, CEO of WeCOACH.

Jostens will also be a part of the WeCOACH Member Benefits Program, offering members complimentary and/or discounted products and services to celebrate championship moments as an exclusive WeCOACH member benefit. As the premier storyteller of champions, Jostens is trusted by more schools, colleges and professional sports teams than any other manufacturer.

“Jostens is extremely proud to partner with WeCOACH and grateful for the impact they are making for women coaches everywhere,” said Chris Poitras, General Manager and Senior Vice President of Jostens Professional & College Sports Division. “Not only are we thrilled to help celebrate and recognize WeCOACH members throughout the year, we are also excited to be able to offer benefits to WeCOACH members at one of the pinnacle celebratory moments of their coaching careers – winning a championship.”

Recipients of the 2023 WeCOACH Lifetime Achievement Awards presented by Jostens will be announced in the first quarter of 2024. Past Lifetime Achievement Award recipients include Jill Ellis, Muffet McGraw, Violet Palmer, Nikki Franke, Carol Hutchins, and Jodi Manore.

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](https://www.jostens.com).

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](#).