



FOR IMMEDIATE RELEASE

WeCOACH Media Contact
info@wecoachsports.org

WeCOACH Teams Up with Gatorade Fieldhouse for New Partnership

March 21, 2025 – WeCOACH is excited to announce Gatorade, the world’s global leader in sports fuel, as our newest Champion Partner. Through this partnership, WeCOACH members will have opportunities to fuel their career and build their network through the new Gatorade Fieldhouse, the first digital forum built for and by sports performance professionals. Gatorade will also be featured as the official sponsor of the Youth & High School Women Coaches Academy.

“On behalf of our WeCOACH Community, we are thrilled to expand our partnership with Gatorade to provide enhanced resources for our women coaches,” said Vanessa Fuchs, WeCOACH CEO. “As the largest nonprofit supporting women coaches across all sports and levels, this partnership will empower our expanding network of sports coaches, strength & conditioning coaches, athletic trainers, nutrition professionals and athletic administrators to build cross-discipline connections that will benefit themselves, as well as the student-athletes they lead.”

“Gatorade is proud to continue our partnership with WeCOACH,” said Molly Matson, Marketing Director, Gatorade. “As we continue to grow the first multidisciplinary community of sports practitioners with Gatorade Performance Partner and support practitioners in their work, WeCOACH is an important partner that allows us to expand our audience. WeCOACH has done tremendous work to empower women in coaching, and we are eager to continue to support their efforts with our expertise in sports science and our ever-growing network of sports practitioners.”

New this year, Gatorade will be providing women coaches in three high school districts with 12-month WeCOACH memberships. Additional impact generated through this partnership includes Gatorade’s involvement at an upcoming WeCOACH Regional Workshop and serving as sponsor of an upcoming Video Chat.

To learn more about Gatorade Fieldhouse, visit <https://fieldhouse.gatorade.com> and join the conversation today.

###

ABOUT GATORADE

The Gatorade Company, a division of PepsiCo (NASDAQ: PEP), meets the needs of consumers who participate in sports and fitness, through brands that include Gatorade, Propel, Muscle Milk and Evolve. The solutions they provide are driven by a deep understanding of the unique occasions and needs across athletic activity. Gatorade, their marquee brand, is underpinned by a 56-year history of studying the best athletes in the world, and sports nutrition research by the Gatorade Sport Science Institute, allowing it to provide scientifically formulated products that meet athletes' needs both on and off the field. For more information and a full list of products, please visit www.gatorade.com.

ABOUT GATORADE FIELDHOUSE

The Gatorade Fieldhouse is the first digital forum designed for sports practitioners to connect, learn and grow across professions. It offers the latest in sports science, a way to network with peers and the chance to explore valuable resources. The Gatorade Fieldhouse is a space to showcase and share experiences across the sports world through discussion forums and clubs for special-interest groups. It is free, easy to join and built with the needs of sports practitioners in mind. The Gatorade Fieldhouse is where expertise meets opportunity. Members can log in with their [Gatorade Performance Partner](#) credentials or create an account today on the [Gatorade Fieldhouse](#).

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 41% across all three NCAA Divisions, with only 7% women head coaches of color. 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!