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FOR IMMEDIATE RELEASE

**Alliance of Women Coaches Forms Allied Partnership with  
Snodgrass Partners Sports Recruiting**

April 24, 2017 - The Alliance of Women Coaches has joined Snodgrass Partners, Inc. as an allied partner. The partnership extends the mission and reach of both organizations.

The Alliance of Women Coaches was founded in 2011 and is dedicated to leading the field of women coaches – of all sports across multiple levels – by providing support, resources, and unparalleled events and programs for education and career development, including the premier NCAA Women Coaches Academy.

“This is an exciting partnership because both of our organizations share the same passion for diversity and inclusion,” said Kahn. “Our educational programming and community of support are game-changers for so many women to stay and advance in the progress. We hope to better the landscape for current coaches and the next generation of female coaches. Snodgrass Partners has the expertise to help us reach new audiences and shows a commitment to seeking diverse coaching candidate pools.”

The Alliance joins other thought leaders who serve as allied partners for Snodgrass Partners, including The Kovacs Institute, Forward Progress Athletics Consulting, Moore Leadership, and True North Sports.

Founded in 2001 by former NCAA Division I athlete and coach, Steve Snodgrass, Snodgrass Partners is an Executive Search and Consulting firm that has conducted hundreds of successful assignments for regional, national and international organizations. The firm’s new Sports Recruiting and Consulting practice offers a rare combination of intercollegiate athletics experience and proven recruiting success to identify coaches for intercollegiate Olympic sports programs and professional/leadership talent for tennis and golf clubs.

“Megan has great perspective and experience as a student-athlete, coach, and administrator,” said Tom Jacobs, athletic administration veteran who is president of Snodgrass Partners. “We are proud to partner with her and the Alliance of Women Coaches to help both of us extend our reach in assisting female coaches by offering educational, leadership, and career-enhancing opportunities.”

For more information on this partnership, visit [www.gocoaches.org](http://www.gocoaches.org).

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