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FOR IMMEDIATE RELEASE

### **Alliance of Women Coaches Partners with ARMS Software**

May 25, 2017 - The Alliance of Women Coaches and ARMS Software have announced a partnership which will extend the mission and reach of both organizations.

“We are thrilled to announce this significant partnership with ARMS Software,” said Alliance Executive Director Megan Kahn. “Working with a company like ARMS aligns seamlessly with the Alliance’s vision and commitment to better the landscape for current and future female coaches and women in sport. I am confident our community of coaches, supporters and allies will immediately feel the impact of this partnership.”

ARMS Software has a singular mission to change the future of college athletics administration forever. They are the most innovative, fastest growing technology company in the college athletics industry and are currently working with over 100 university athletic departments across the country with dozens of new clients being added every quarter. The ARMS team is a group of veteran, proven technology entrepreneurs that have built some of the most successful software companies in North America over the past 20 years. Along with this technology expertise, the ARMS leadership team has been involved in college athletics as student-athletes, administrators, university board members, and major philanthropists for decades.

“The entire ARMS Software team is extremely excited to become a strategic partner with the Alliance of Women Coaches to further their mission to educate, support, and empower a diverse and inclusive community of women coaches with integrity and resiliency,” said Mike Hurt, CEO of ARMS Software. “As ARMS continues to positively change the landscape of college athletics, we strive to interlock with groups whose mission and values truly mesh with those of our company and our people. We believe that our organizations are a perfect match to meet this goal and this partnership allows us to help serve a critically important constituency within our athletics industry.”

The Alliance of Women Coaches was founded in 2011 and has become the premier organization that empowers the community of women coaches with the education and resources they need to stay in the game and inspires others to follow in their footsteps.

For more information on the Alliance of Women Coaches, visit [www.gocoaches.org](http://www.gocoaches.org).

For more information on ARMS Software, visit [www.armssoftware.com](http://www.armssoftware.com)

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