



FOR IMMEDIATE RELEASE

### **adidas partners with the Alliance of Women Coaches**

September 12, 2017 - The Alliance of Women Coaches announced today that it has formed a new partnership with adidas. Both Megan Kahn, Executive Director of the Alliance, and Beth Bass, Director of Women Sport's Marketing for adidas America, said they are thrilled to unite the two organizations to support women coaches on all levels.

"We at adidas are delighted to partner with the Alliance of Women Coaches," said Bass in a recent statement. "Supporting their mission to recruit, retain and train women coaches is a natural for adidas. Successful female coaches on the sidelines across all sports empowers and improves the student athlete's experience while participating in sports. It is our hope, through our support, more young women will have the opportunity to select coaching as a profession and will become strong, confident role models for their peers and players. Adidas has been impressed with the Alliance's positive trajectory and immediate impact on the coaching community at all levels. We are excited to become one of their first corporate sponsors and honored to be one of their teammates in their noble quest."

Kahn shared the sentiment about the like-minded mission between the two organizations and the value of the partnership. "When we looked at the athletic brand landscape, it was an easy decision for us to partner with adidas. What they are doing in performance wear to be the best, most innovative sports brand in the world, is equally matched by their personnel and team who share our same values. It's exciting to work alongside adidas in a female-focused, grassroots approach covering all sports across multiple levels, including college, club, high school, and youth. This is a significant step for the Alliance and I'm appreciative adidas feels strongly about our important work and mission."

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 adidas, visit [www.adidas.com/us](http://www.adidas.com/us)

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