



BASKETBALL HALL OF FAMER NANCY LIEBERMAN AND BSN SPORTS LAUNCH PARTNERSHIP TO ELEVATE SUPPORT FOR COACHES IN GIRLS' SPORTS

-- Texas Girls Coaches Association Join Partnership as Inaugural Member with Access to Exclusive Content, Events and Coaching Clinics --

September 5, 2019, Dallas, TX -- BSN SPORTS, the nation's largest direct marketer and distributor of sporting goods to the school markets and a division of Varsity Brands, today announced that Nancy Lieberman – Basketball Hall of Famer, BIG3 Head Coach of Power, 2018 BIG 3 Champion and Coach of Year – has entered into a partnership with BSN SPORTS to help elevate girls' sports by providing curated coaching resources, content and support. Lieberman and BSN SPORTS are serving as equal and enthusiastic catalysts for this effort, as they both believe in the vital importance of nurturing and sustaining a positive impact in girls' sports in their home state of Texas. With this goal in mind, they are thrilled to be working with the Texas Girls Coaches Association (TGCA) to identify the biggest challenges girls' sports coaches face today and develop solutions through coaching resources, clinics, and an online community.

Ms. Lieberman commented, "The challenge of the female athlete is something that BSN SPORTS has always understood, and they were certainly there for me in the 80's - long before I had 'made it'. Now, I am thrilled to partner with them to give back to a community that shaped me while helping to advance coaches and athletic directors in girls' sports. Working hand-in-glove with BSN SPORTS, I am confident that we will make a lasting and positive contribution, and I am eager to get to work."

Lieberman, who possesses 25 years of coaching experience in the WNBA, NBA and now in the BIG3 League, will draw on her many years of breaking barriers and dealing with adversity to help address some of the biggest challenges women's sports coaches face today around mental health, increasing support and coaching resources. The partnership includes the following activities:

- Lieberman will speak at the annual TGCA Summer Clinic, hosting a Girls' Sports Coaches Summit and publishing coaching tips and resources articles over the next two years. Other events featuring Lieberman will be added over the coming months.
- Lieberman and BSN SPORTS are creating compelling and actionable coaching content – blog posts, live workshops to videos and e-newsletters – centered around helping coaches navigate today's many challenges - from managing player mental health, building confidence, fundraising and establishing a strong team vision. This highly-relevant content was developed after BSN SPORTS surveyed 13,000 TGCA coaches to identify the most pressing challenges coaches face today.

Sam Tipton, Executive Director of the Texas Girls Coaches Association, added, "BSN SPORTS has been an incredible advocate for girls' sports in Texas, and we look forward to cementing a long-term relationship to inspire, elevate and support girls' sports coaches together."

To view all programs, partnerships, upcoming events and resources for women's sports at BSN SPORTS visit bsnsports.com/ib/womens-programs. The inaugural Girls' Sports Coaches Summit will be held October 5th at BSN SPORTS' headquarters featuring Lieberman with coaching workshops around fundraising, building player confidence and team chemistry, mental health and more. If you would like to attend this free Coaches Summit, sign-up at bsnsports.com/ib/wcoachingsummit. For more general girls sports information or to order gear, please contact our Women's Sports Specialist, Kaitlyn Lucy at: klucy@bsnsports.com or 972-499-8227.

About BSN SPORTS

Dallas-based BSN SPORTS is the leading marketer, manufacturer and distributor of sporting goods apparel and equipment. A division of Varsity Brands, BSN SPORTS markets and distributes its products to over 100,000 institutional and team sports customers in colleges and universities, middle and high schools, and recreational programs throughout the United States via catalog, e-commerce, and direct sales. Focused on providing game changing solutions through local partnerships, multi-brand selection and one-stop shopping for equipment and uniforms, BSN SPORTS' more than 2,000 employees have been helping elevate participation in team sports since 1972. For more information about BSN SPORTS please visit www.bsnsports.com.

About Varsity Brands

With a mission to inspire achievement and create memorable experiences for young people, Varsity Brands elevates the student experience, promotes participation and celebrates achievement through three unique but interrelated businesses: Herff Jones, a Varsity Achievement Brand; BSN SPORTS, a Varsity Sport Brand; and Varsity Spirit. Together, these assets promote personal, school and community pride through their customizable products and programs to elementary and middle schools, high schools, and colleges and universities, as well as church organizations, professional and collegiate sports teams and corporations. Through its 8,200 dedicated employees and independent representatives, Varsity Brands reaches its individual and institutional customers each year via catalog, telesales, ecommerce sites and direct sales channels.

About Nancy Lieberman Charities

Nancy Lieberman Charities was established in 2009 with the mission to provide a healthy physical, emotional and mental environment for young girls and boys to build their self-esteem and confidence so they will be able to make the right choices in the future. Nancy Lieberman is dedicated to expanding and ensuring that educational and sports opportunities exist for youth through her Nancy Lieberman & TJ Cline Basketball CampsSM, Dream CourtsTM, Nancy Lieberman Charities Educational College ScholarshipsSM, Back2School BackpacksSM and Laptops for LoveSM. Find us online at nancyliebermancharities.org on Facebook at @NancyLiebermanCharities, on Twitter @NLCharities and on Instagram at @NLCharities.

Media Contact

Jonathan Morgan
Perry Street Communications
jmorgan@perryst.com
214-965-9955