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CONTACT:
Kerry Diederich
Executive Director, WAGS (Women and Girls in Soccer)
Phone: 714-334-6647
Email: Kerrydiederich@womenandgirlsinsoccer.org
Website: www.womenandgirlsinsoccer.org

Celebrating 50 Years, WAGS Partners with The Sports Bra Project to Elevate Female Athletes Worldwide

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WAGS and The Sports Bra Project Announce Powerful New Partnership to Support Women in the Game.

Two nonprofit organizations unite to expand access, empower female athletes, and celebrate 50 years of progress for women and girls.

[Northern Virginia, April 18, 2025] – WAGS (Women and Girls in Soccer) unveils a powerful new partnership with The Sports Bra Project (TSBP), bringing together two nonprofit organizations dedicated to supporting women and girls through sport. Both WAGS and TSBP are female-led and mission-driven, with a shared commitment to advancing equity, confidence, and leadership in the athletic space.

For half a century, the WAGS Tournament has been a driving force in creating opportunities for female athletes. What began in October 1975 as a pioneering 25-team, all-female soccer competition has grown into one of the nation's premier youth tournaments, now welcoming over 600 elite girls' teams annually. In 2025, WAGS celebrates its 50th anniversary—an extraordinary milestone that reflects its continued dedication to fostering confidence, character, and leadership in young women through the beautiful game.

More than just competition, the WAGS Tournament is the cornerstone of the organization's mission and serves as its primary funding source. Proceeds from the tournament fuel WAGS' five core programs, including college scholarships, coaching and referee development, international outreach, and leadership initiatives—each designed to uplift and support women and girls in soccer and beyond.

The Sports Bra Project (TSBP), a U.S.-based 501(c)(3) nonprofit, is equally committed to advancing equity in sport. TSBP increases access to athletics and helps normalize the needs of female athletes by addressing a simple but often overlooked barrier: the lack of access to sports bras. The organization partners with initiatives that use sport as a vehicle for social change, supporting programs across a wide range of sports and tailoring their efforts to the unique needs of each community. TSBP also fosters leadership development by encouraging athletes to lead their own donation drives and engage in meaningful community service.

"This partnership is a natural and exciting collaboration," said **Kerry Diederich, Executive Director of WAGS**. "Both of our organizations are deeply committed to improving the lives of women in the game. Our missions are closely aligned, and we are incredibly excited about the impact we'll be able to make together. WAGS has led from the front for over five decades, and we're always looking for meaningful ways to support programming that uplifts women in sport. We could not be more thrilled to work alongside Sarah and The Sports Bra Project."

"This partnership represents a shared commitment to breaking down barriers for women and girls while advancing inclusion in sport," added **Lula Bauer, Chairwoman of WAGS**. "Together, we will amplify access and opportunity for female athletes around the world—one athlete at a time."

"The inspiration for The Sports Bra Project came during a 2015 trip to Africa with a soccer-based charity," said **Sarah Dwyer-Shick, founder of TSBP**. "After nearly 30 years in collegiate and youth soccer, I had seen many of the barriers girls face. That trip—and my experiences both in the U.S. and abroad—highlighted how something as simple as not having a sports bra can prevent girls and women from playing. That realization sparked the mission behind TSBP: to help keep girls in the game, one sports bra at a time. Partnering with WAGS and being part of the WAGS Tournament is an incredible opportunity. WAGS has such a strong legacy of championing women and girls in soccer, and together, we will create real impact while empowering the next generation of leaders through sport."

WAGS (Women and Girls in Soccer) is a 501(c)(3) nonprofit organization that has been championing the advancement of girls and women in soccer since 1974. Its mission is to provide opportunities for sponsorship, development, and educational programs that build confidence, character, and leadership. WAGS supports five signature initiatives focused exclusively on empowering girls and women—ranging from college scholarships and global outreach to coaching and referee certification, awards, and leadership development. These programs are

designed to foster strength, resilience, and personal growth both on and off the field. To learn more, visit www.womenandgirlsinsoccer.org and explore the WAGS Tournament at www.wagstournament.com.

The Sports Bra Project (TSBP) is a U.S.-based 501(c)(3) nonprofit organization dedicated to increasing access to sports and supporting female athletes of all levels, across all sports. TSBP's mission is to break down barriers to participation by addressing the often-overlooked needs of female athletes—specifically, access to sports bras—while working to normalize and support their experiences across all levels of play. This global community-driven initiative is made possible through the efforts of more than 200 organizations, teams, and individuals who have hosted sports bra collection and fundraising events. These efforts provide new sports bras to programs that help expand participation opportunities in communities where lack of access to appropriate equipment can prevent girls and women from playing. To support or get involved with The Sports Bra Project, visit www.thesportsbraproject.org

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