

**PRESS RELEASE
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VCPM Inc. - Game Changers
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GAME-CHANGING PROGRAM FOR INCREASING WOMEN OF COLOR IN COACHING GETS SUPPORT FROM BROOKS RUNNING

Entering its third cohort, the Game Changers program is growing the number of certified running coaches, this time with the support of Brooks Running as the Presenting Sponsor. This program empowers Women of Color in making the leap from runner to certified run coach.

“Brooks is proud to support Game Changers’ mission in growing the number of Women of Color as experts & leaders in the run industry,” says Alaina Fuld, senior manager of communications and community impact at Brooks Running. “We know our investment in this program is having a ripple effect in mentors, coaches, and runners, and will make a long-term impact in the running community.”

According to a recent study, only 20% of NCAA D-1 head coaches are women, and only 6% identify as BIPOC women (Silva-Breen et al., 2022).

“We aren’t new to the game, we’ve always been here, but we’re going to change it. It’s about empowering us all [Women of Color] with the confidence to be experts and role models for others,” says Vanessa Peralta-Mitchell, founder of VCPM Inc.’s Game Changers.

Close to 40% of the women currently enrolled in Game Changers said that without it they would not have pursued their run coach certification. The program creates a system where Women of Color can find community, mentorship, and business strategy.

Tiffany Copeland became a certified coach through the program and said, “Game Changers allowed me to change the game myself when I was hired as head coach for 70 women to complete their first 5K.” Fellow Game Changers shared the program is an opportunity for representation in an industry they’re passionate about and otherwise wouldn’t have made the leap due to impostor syndrome.

Mentorship is another key piece of the program. Tia Pettygrue, a mentor to those who are new to coaching shared, “It’s much easier to have someone who’s made mistakes and learn from them, so the newer coach doesn’t have to make the same mistakes or navigate blindly.”

So far 56 women have become coaches through the Game Changers program and 75 make up the team including mentees, mentors, and current coaches across 25 states. 89.5% of them said they gained confidence as a run coach as a result of the program.

Game Changers helps women create their unique vision about coaching, empowers them to act by pursuing certification, and provides guidance along the way. The result is strong confident women who are propelling industry-wide change and exponentially growing the running community.

Learn how you can support Game Changers by visiting the website at [www.https://vcpm.com/game-changers](https://vcpm.com/game-changers). Connect on Instagram at <https://www.instagram.com/vcpmitchell/> or email Vanessa at vanessa@vcpm.com

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