

## Celebrating Coach Mick Haley

### U.S. Olympic Volleyball Coach | Originator of the 'Bionic Bra™' Name

Few names in women's sports carry the legacy, loyalty, and leadership of Coach Mick Haley. As a U.S. Olympic Volleyball Coach and one of the most respected minds in the game, Coach Haley has devoted over 30 years to building championship teams and mentoring world-class athletes. But beyond the accolades and wins, he's always carried a deeper concern - one that set him apart.

Over two decades ago, long before the world acknowledged the dangers of blunt trauma to the female chest, it was Coach Mick Haley who looked ahead and asked the difficult question: 'What happens to these athletes over time if we don't protect them where they're most vulnerable?'

It was that concern - and that foresight - that sparked a lifelong conversation between us. Coach Haley didn't just believe in my vision. He helped name it. 'Bionic Bra' was born from his brilliant mind, and his steady mentorship, belief, and passion have remained constant ever since. He has been more than a coach. He has been my advisor, my business coach, my trusted friend, and my biggest cheerleader through every phase of this journey.

Today, Coach Mick Haley stands proudly beside me as we bring the Bionic Bra™ to the global stage - a patented chest protection device that finally answers the question he asked so many years ago. His legacy as a protector of athletes lives on in every stitch of this revolutionary gear. And together, we stand united in purpose, proving that true legends don't just coach the game - they change it.