

Leslie LaFronz, Head Field Hockey and Lacrosse Coach at Kean University, has been named to the Advisory Panel of espnW, a new source of sports information for girls and women that has recently debuted this past winter. espnW marks an expansion of the ESPN brand that looks to appeal to girls in high school and to female athletes who want to continue their sports involvement after college.

The Advisory Panel is made up of 29 of the most prominent women and men in sports from around the country. The panel recently held its first ever two-day retreat at the Torrey Pines Lodge in CA in October of 2010. The retreat included over 200 of the most influential individuals in the history of women's sports which included Billie Jean King, Laila Ali, Jennie Finch, Lolo Jones and Shannon Miller.

The invitation-only retreat offered some balance by mixing serious panel discussions about the business of sports with activities that might appeal more to women. Olympic soccer player, Julie Foudy, discussed the pitfalls of contract negotiations and participants attended seminars like "Women as Fans: Facts, Misperceptions and Opportunities." There was also sunrise yoga and a private concert by Jewel. The retreat included conversational workshops about women in sports while the primary goal of the retreat was to explore a new female sports agenda.

Since the retreat, espnw has launched their digital brand, [www.espnw.com](http://www.espnw.com). It provides a platform to engage both the fan and sports participants in ways beyond television: digital, mobile, and social media. espnW will be covering men's and women's sports for the female sports fan: WNBA and NBA, NFL and NCAA, and much more.

Members of this esteemed Advisory Panel include ESPN vice president Laura Gentile, Julie Foudy, Hannah Storm, Gretchen Bleiler, Kara Lawson, Sue Enquist and Dr. Mary Jo Kane, Director of the Tucker Institute for Research on Girls and Women in Sports, just to name a few.

The mission statement of espnW is to serve, inform and inspire the female athlete and fan. Gatorade and Nike have signed on as founding sponsors of the new espnW brand. And espnW has partnered with the Women's Sports Foundation as their official charity.

The Advisory Panel will continue to meet in person four times a year. The next meeting date is slated for February 18<sup>th</sup> at the ESPN Headquarters in Bristol, CT. before returning to Los Angeles in May