



For Immediate Release

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## **THE GIRLS ACADEMY LEAGUE HIRES ALEXA DIAZ TO DRIVE KEY INITIATIVES**

**(September 29, 2021)** The Girls Academy (GA) announced the hiring of Alexa Diaz as the Director of League Development and Player Programs. In this newly created position, Diaz will be a driving force for both the GA Talent Identification program and the groundbreaking Player Advisory Panel. She will also serve as a frontline resource for connecting the GA with college coaches, YNT scouts, and league partners and sponsors. Diaz adds depth to the predominantly female league leadership group.

“I am excited to be joining a league that is focused on creating the best possible environment for the female soccer player,” said Diaz. “It is an honor to be in a role to help grow the league by listening to the voices of the players. It is such an amazing time for the female athlete and I am looking forward to watching this league and the players continue to grow.”

The Talent ID program identifies and brings together the top players from each conference to train and play in front of youth national team scouts and college coaches. The Player Advisory Panel is a signature element in the development of the league that enhances the overall experience for the players. The player-led advisory board enables the players to engage in strategic initiatives that drive long-term sustainability of the GA and the overall advancement of youth soccer. The panel provides the players a formal way to advocate for the collective voice of the players through a governance pathway to the GA Board of Directors.

“In hiring Alexa Diaz, the Girls Academy has selected an exemplary human-being. Her attention to detail in providing an excellent experience for the players is paramount in every action she takes,” said Amy Griffin, GA President. “She has a knack for seeing the vision of the Girls Academy through the players’ eyes and is able to develop and implement a variety of moving parts so the vision evolves into a reality. I have been inspired by her character and work ethic over the past year. She looks forward to rolling up her sleeves, raising her hand and speaking

up for the betterment of girls soccer. The fact that one of the first lines of communication with YNT staff, college coaches, our partners and sponsors and players is Alexa is a benefit to all. I couldn't be more pleased to grow our staff by adding Alexa to it.”

Lesle Gallimore, Girls Academy Commissioner, echoes a similar refrain about what Alexa will bring to year two of the GA: "Alexa has already been contributing to the Girls Academy in a number of ways since its founding in 2020. Our board, staff, club members, players, and partners are all going to benefit from this hire. I've known Alexa since she was a player here in Seattle with Seattle Pacific and the Sounders women, and then later a Master's candidate in the Intercollegiate Athletic Leadership program at the University of Washington. We couldn't find a more well-rounded, knowledgeable, organized and competent person to add to our staff. Alexa's enthusiasm and passion to provide the very best for our players is what makes her a perfect fit for the Girls Academy.”

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**About the Girls Academy (GA):** The Girls Academy League is the leading youth development platform for the best female soccer players in the United States, which includes 8 conferences, 80 clubs, and over 10,000 players across the nation. The GA is the only all-girls national youth soccer platform that represents the collective vision of member clubs and actively engages the voice of the players to take real ownership in their journey. The collaborative philosophy creates a culture guided by a shared set of core values, which produces an unparalleled experience uniquely designed in the best interest of the players. The GA embraces the desire of the club members and the GA players alike to maintain an unrivaled standard of excellence in coaching, competition, and regional and national showcase events throughout the year. The GA is committed to cultivating an environment that empowers each player to reach their best potential as an exceptional athlete and human being by celebrating the player’s journey with a lifelong love of the game through competition, showcases, and camaraderie.

[www.GirlsAcademyLeague.com](http://www.GirlsAcademyLeague.com)

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