

Geneva, 18<sup>th</sup> February 2021

**Press Release**

**The FBA and Atalanta Media Agree Educational Partnership to Grow the Women's Game**

The Football Business Academy and [Atalanta Media](#) have entered into an agreement that will see the Swiss educational institution collaborate with the women's football rights agency.

*"Atalanta Media is thrilled and excited to partner with The Football Business Academy! The company looks forward to collaborating and working with students who support our mission to grow the women's game globally and deliver incredible experiences to our growing community."*

- Esmeralda Negron, Co-founder and General Manager, Atalanta Media

*"We are very proud to partner with and welcome Atalanta Media as the new member of The FBA Family! Their innovative and non-traditional way of securing and distributing rights will create a great platform for the women's game and increase the visibility of female athletes. We are looking forward to supporting the vision of the founders of Atalanta Media to elevate the sport and are delighted that FBA Candidates will be part of that process and leave their mark on shaping the future of women's football."*

- Marcin Chmielewski, Partnerships Manager, The FBA

The FBA is pleased to partner with Atalanta Media, a women's football company devoted to elevating the sport and its players. Atalanta Media facilitates access to the very best women's football for fans, broadcasters, sponsors and publishers through partnerships with premium distributors and a global consumer soccer hub, AtaFootball.com. The new home for women's football, Ata Football offers access to live and on-demand matches, highlights and premium content and will soon be offering monumental experiences for young players globally as part of its grassroots and elite player engagement initiatives.

Atalanta Media believes in driving value for everyone connected with the game, with a vision to create a virtuous cycle of investment and improvement that enables women's football to shine its brightest – now and for generations of young female footballers to come. This partnership will give FBA Candidates a chance to expand their knowledge and gain professional experience through internships and Student Business Projects while supporting Atalanta Media and their goal to grow the women's game.

## **ABOUT ATALANTA MEDIA**

Atalanta Media was founded by former professional player, collegiate coach and sports marketer, Esmeralda Negron, and ex-Sky media rights executive Hannah Brown, to accelerate access to the very best women's football for fans, broadcasters, sponsors and publishers. AtaFootball.com is its online platform where content, players and fans come together, allowing the next generation of female players to view matches, discover highlights and access unique opportunities associated with the game. For more information, visit [www.atafootball.com](http://www.atafootball.com).

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## **ABOUT THE FBA**

The Football Business Academy is a Swiss-based high level international educational institution whose goal is to professionalize the management of the football industry and facilitate the insertion of qualified professionals and future leaders in the game. Its flagship program, a Professional Master in Football Business, was co-developed with international football industry experts from around the world around one foremost objective: to provide Candidates with all the necessary tools and an optimal learning environment in order to succeed in this passionate and dynamic industry. Other partners of The FBA include Portland Timbers & Portland Thorns FC, Soccerex, Brighton & Hove Albion FC, Olympique Lyonnais, Common Goal, and Girona FC.

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