

**FOR IMMEDIATE RELEASE:**

LORI FINANGER HIRED AT SPORTMATCH, LLC,

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**PARENTS: THE BEST PERSON TO HELP YOU WITH COLLEGE RECRUITING IS SOMEONE WHO LIVED THROUGH IT**

SportMatch, LLC, a Charlotte-based company driven to match highly-motivated high school student-athletes with prospective colleges, has hired a new women's basketball consultant, Lori Finanger.

Finanger was recruited as a high school basketball player, and later was a college coach recruiting players. She's coached in the WNBA, at the Division I and Division III levels in college and is uniquely qualified to help SportMatch families find the right college sports program for their situations.

"I'm excited," Finanger said. "I've been recruited, had my kids recruited as a high school coach and I've been the one recruiting. It's different. Division I and D3 are different, but I think I have a feel of parents needing that map and guidance, kind of like a GPS, to help find success."

At SportMatch, Finanger will work with women's basketball clients, to help get them into colleges. SportMatch now has specialized consultants, like Finanger, for high school student-athletes playing baseball, men's basketball, football, lacrosse, women's soccer and women's volleyball.

All of the consultants have rich histories and deep connections in the college world to help parents, often unable to understand the intricacies of college recruiting, get their children into school. They do the heavy lifting for the parents: finding prospective schools, sending film, handling the follow-up conversations.

In short, they take the headaches away.

Finanger's knowledge and expertise is a welcome addition to SportMatch, said founder Lane Odom, also the primary men's basketball consultant.

"In our discussions," Odom said, "she completely understands the delicate balance between finding the right school for an athlete — where they have a chance to compete — but more importantly, the right school for the student-athlete to find success academically."

Finanger was a high school star recruited to play at Division II Southwest Missouri State. After playing one season, she decided she wanted to play three sports — as she had done in high school — and transferred to D3 St. Catherine's University in St. Paul, MN.

After college, Finanger was a head women's basketball coach at DePauw (IND) University, where she twice named conference coach of the year, and at St. Catherine's. Finanger also was an assistant coach in the Big Ten with the University of Minnesota and later worked in promotions and marketing for the WBNA's Minnesota Lynx.

Since moving to Charlotte in 2010, she's continued to be involved with the game of basketball, working with the Yes I Can youth program as well as coaching at Ardrey Kell High School and Charlotte Latin.

She brings all of that experience now to the SportMatch and vows to work hard to make sure your child finds the right school to get the best experience.

"I've seen too many kids at the D1 level, where either their parents or them think that they just want D1," Finanger said. "For many of them, that works. But many don't understand what it's all about, that a lot of them could've played at a high-academic D3 school, been a superstar, and come out with a better degree. I like the fine-tuning and personal approach that SportMatch has, not just in finding an athlete, but finding the high-academic student-athlete and getting them not just matched with a school but matched for their future."

### **About SportMatch, LLC**

SPORTMATCH is a college athlete placement program and consulting firm. Our staff provides unparalleled guidance and counseling for student athletes and their families as they navigate the arduous waters of the collegiate recruiting process. With more than 50 years of experience, SPORTMATCH serves as a liaison between selective schools and higher academic athletes.

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