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## **AUTHOR CREATES NEW WEBSITE TO ASK: “WHAT DO WOMEN WANT TO KNOW ABOUT FOOTBALL?”**

“Women love football, too, you know! Just because it’s not in our DNA doesn’t mean we aren’t just as passionate about watching the game as guys are,” says author Diana Weynand. “Every woman I know has a question about football. ‘What’s a flea flicker?’ ‘How does a team make 2 points?’ ‘Where do you spot the ball when it gets kicked out of bounds?’ ‘When can coaches question a call?’ ‘What does a tight end do?’ That’s why I’ve created **LipstickFootball.com**. It’s a website for women, and it’s all about football.”

“Sometimes announcers spew out plays, players, and positions so fast,” Weynand adds, “it’s hard to follow what they’re saying, and that can be frustrating.” So Weynand is taking matters into her own hands by starting a football website for women called **LipstickFootball.com**. Weynand’s goal? To find out what other questions women have about football and incorporate them into her upcoming book, *Lipstick Football*<sup>TM</sup>.

Author of over 14 video how-to books and a major provider of hands-on technical training for the entertainment industry ([www.weynand.com](http://www.weynand.com)), Weynand is combining her ‘how-to’ style of writing with her passion for football to help bridge the language gap and find out, **What Do Women Want to Know About Football?**

While the target audience of **Lipstick Football** is clearly women, Weynand feels the website—and book—will reach across the aisle and find its way into ‘manly’ hands. “This is **Football For The Rest Of Us**,” says Weynand. “There are NO stupid questions! Here—anyone can ask anything!” To demystify the game, Diana will wear the coach’s hat (call her **Coach D**) and break things down play by play.

Weynand’s passion for football began under “Friday night lights” where she marched at half time with her Texas high school band. She went on to the University of Texas at Austin where she was a member of the Longhorn Band and marched at the UT games.



More recently, Weynand joined other women making history by becoming a part of her area's first professional women's football team, the Los Angeles Lasers. While Weynand did suit up at times, her primary role was General Manager and co-owner of the team. "I learned a lot playing with other women. But more than anything, I learned that men and women speak two different languages regarding football. Guys speak with an assumed understanding that skips around leaving out big chunks and a heck of a lot of detail. The other language, our language, speaks about the sport from a fresh perspective. I look forward to learning more of the detail of the game so I can share it with other women and include it in the **Lipstick Football™** book."

So, **What Do Women Want To Know About Football?** Visit **LipstickFootball.com** to read 'Coach D's' football blogs and browse through the *female oriented* football glossary, created in response to questions posted by F3s–Female Football Fans. "Women are an essential part of football," says Weynand. "They are mothers, grandmothers, sisters, daughters, wives, friends, and fans. I want to help them all appreciate and understand the game even more than they already do, and I want to share their stories with the rest of the football world."

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If you'd like more information about this topic, or to schedule an interview with Diana Weynand, you can contact her at (818) 970-8785 or email [CoachD@lipstickfootball.com](mailto:CoachD@lipstickfootball.com).