



RECAP: SYDNEY LEROUX

STATS, STORIES, AND SOCIALS FROM  & 

93

**DAYS BETWEEN
GIVING BIRTH AND
RETURNING TO PLAY**

100%

**START RATE IN GAMES
PLAYED IN THE FALL
SERIES**

5

**SHOTS ON GOAL IN 3
GAMES PLAYED**

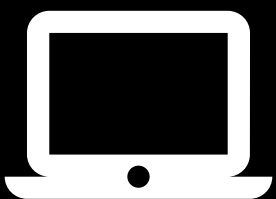
LEROUX BACK IN STARTING POSITION AFTER LONG ROAD

After giving birth to her second child last June, Leroux Dwyer took only three months off before coming back to the pitch for Orlando. But her big return was stalled by the devastating effects of the COVID-19 pandemic, and she had to work hard to stay sharp through such a long hiatus. Her efforts finally paid off in the Pride's October 9th game against the Houston Dash, where Leroux started and scored her first goal for the team since 2018, setting an inspiring example for mothers in sports everywhere.

LEROUX BRINGS BIG SOCIAL VALUE TO THE NWSL

Despite her long playing hiatus, Sydney Leroux Dwyer has maintained a place for herself in the social media landscape. With her corporate endorsements and general social media savvy keeping her in the spotlight, she has the second highest social value for the NWSL according to data from Zoomph. This means that Leroux's presence on social media has a direct effect on the revenue of the league, driving value to the NWSL through her own online popularity and proving that her influence on the league extends well beyond the pitch.

SOCIAL STATS



291 M

TOTAL IMPRESSIONS



\$5.5 M

**SOCIAL VALUE
GENERATED**



7.3 M

TOTAL ENGAGEMENTS

*Dates (3/1/20 - 11/3/20), Owned Twitter + Instagram