

Girls Soccer Network and PIRlo Announce Exclusive Media Partnership to Bring Advanced Soccer Data to Life

Partnership brings PIRlo's proprietary data to GSN storytelling across youth, college, professional and international women's soccer.

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[Girls Soccer Network](#) and [PIRlo](#)

Announce Exclusive Media Partnership to Bring Advanced Soccer Data to Life
PIRlo to become the exclusive data and analytics partner of Girls Soccer Network, providing proprietary insights across youth, college and professional women's soccer



Girls Soccer Network (GSN), a leading media company dedicated to girls and women's soccer, today announced an exclusive media partnership with PIRlo, an advanced soccer intelligence and analytics platform transforming how player and team performance is evaluated across the game.

“

PIRlo uncovers things happening in the game that the rest of us may not see. GSN gets to turn those insights into stories.”

Jennifer Gruskoff

Through the partnership, Girls Soccer Network will serve as PIRlo's exclusive media partner, while PIRlo will provide GSN with access to its proprietary player ratings, projections, rankings and performance data across youth, collegiate and professional women's soccer.

GSN will transform that data into original editorial, social,

video and podcast content designed to make advanced soccer intelligence accessible, relevant and engaging for players, families and fans.

“Data can tell incredible stories, but only if you know where to look and how to tell them,” said Jennifer Gruskoff, Founder and CEO of Girls Soccer Network. “What immediately excited me about PIRlo was its ability to uncover things happening in the game that the rest of us may not see. We can take those insights and turn them into stories that help our audience better

understand players, teams, development and the game itself.”

The partnership will span the soccer landscape, from identifying emerging youth players and projecting top teams to analyzing the college game, the NWSL and the international stage. PIRlo data will also support GSN’s coverage leading into the 2027 FIFA Women’s World Cup in Brazil.

One early area of focus will be the youth game. PIRlo has compiled data on thousands of elite youth players, giving GSN an opportunity to spotlight emerging talent and identify players whose performances may otherwise go unnoticed.

“Girls Soccer Network has built a trusted and authentic relationship with the girls and women who play this game, and that makes them the ideal media partner for PIRlo,” said Jonathan Kiersky, CEO, PIRlo. “We have an extraordinary amount of intelligence about what is happening on the field. GSN knows how to turn that intelligence into stories people care about. Together, we have an opportunity to show the women’s game in a way that hasn’t been done before.”

The collaboration will include recurring data-driven franchises across GSN’s digital and social platforms, player and team rankings, predictive analysis, player discovery, original features and data-driven conversations across GSN’s podcast network.

The companies will also work together to make PIRlo’s individual player analysis more accessible to GSN’s youth soccer community, creating new opportunities for players to better understand their performance and potentially increase their visibility within the broader soccer ecosystem.

“This is especially exciting to me at the youth level,” Gruskoff added. “Talent exists everywhere. Visibility doesn’t. If better data can help us discover a great player who isn’t at the biggest club, attending every showcase or already on everyone’s radar, that matters. It fits directly into why Girls Soccer Network exists.”

The partnership will begin immediately, with the first GSN x PIRlo data-driven content rolling out ahead of the 2026–27 youth and college soccer seasons.

About Girls Soccer Network

Girls Soccer Network is a media and community platform dedicated to connecting, inspiring and empowering girls and women through soccer. From youth and college soccer to the professional and international game, GSN creates original editorial, social, video, podcast and live-event experiences designed specifically for the female soccer community.

About PIRlo

PIRlo (Player Index Rating locator) is a Soccer Data Analytics company dedicated to the development and recruitment of soccer players. PIRlo works in all spaces of the soccer world—from the pro game to the youth game; from the biggest clubs in the world to boutique agencies and media outlets. PIRlo was built to give an objective assessment of a player’s total contributions to their team and to give fans a deeper look into those assessments.

Jennifer Gruskoff
Girls Soccer Network
+1 323-610-1642

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