

WOMEN'S NATIONAL BASKETBALL ASSOCIATION (WNBA)



About the WNBA

The Women's National Basketball Association is a professional basketball league in the United States that is currently composed of twelve teams.

The Situation

During the offseason, over 60 WNBA players were competing overseas. On New Year's Eve, a deadly shooting occurred at an Istanbul nightclub where WNBA players were celebrating.

The Solution

The players who were at the nightclub used the LiveSafe app to get in touch with league security officials immediately as events were unfolding.

The Result

League security officials quickly broadcasted a check-in and sent a message to the players in Turkey through the LiveSafe app, warning them to take shelter and avoid the area of the shooting.

"This was a proactive effort to protect our players and secure their personal safety."

- Lisa Borders, WNBA President

