

ELLE KERFOOT - BIO – 2024



Elle was born and raised in White Rock, B.C. She started her career playing basketball at Elgin Park Secondary in Surrey, B.C. Here she won a Provincial Championship (AAA) and BC Player of the Year in her Senior year.

She went on to play four years with Seattle University (D1) on a full ride scholarship, and graduated with a Bachelor of Arts, Strategic Communications Major, in July of 2012. Elle was the team captain from 2010 - 2012.

She is a graduate of the prestigious “So You Want To Be a Coach” program and was chosen as 1 of 50 delegates from the US by the NCAA.

Elle competed for the BC Provincial Team from 2005 - 2007, and enjoyed the opportunity to represent Canada with the Junior team, and the FISU World games team in China. She was also in the Canadian Olympic pool in 2012.

She finished her basketball playing career in Belgium where she played for a year in the Professional D1 league.

Following her successful playing career, Elle started a skill development and training business called EK Hoops training in 2016. In 2018 she opened her own private training facility where she trained many of the top female players in the Province. She is known for her knowledge of the game, attention to the details of the game, and her fun approach to training and inspiring young female athletes.

Elle launched [Hercourt](#) in 2020 - one of the first all female basketball brands. It is a reflection of Elle and her passion for the sport. All of her products are designed by Her, for Her. The inspiration for her collection came from a lack of cool female basketball gear. She was tired of

wearing and seeing gear that was designed for guys. Her line is fun, practical, cool and affordable! She is trying to do her part in elevating women's basketball!

As her Hercourt business continues to grow successfully, Elle has now launched Hercourt Hoops to keep her close to the game - it is a pop up training clinic format and she will travel with it!

And her latest project is Hercourt Locker Room - a safe space for young female basketball players to come to learn, share and be mentored in the sport. She is well aware of the many pressures on young athletes, and wants to provide a place where they can come together with peers and mentors to learn and grow. Coming this Spring!

Elle's belief system is around working hard, being passionate about what you love and doing anything you want as a female! Part of that was her basketball journey, and now it's her business.