



PRESS RELEASE

Coaching Women's Basketball Magazine Launches Online

ATLANTA, Ga. (November 20, 2002) -- The Women's Basketball Coaches Association (WBCA) announced today that its mainstay publication, Coaching Women's Basketball (CWB), has moved online. The launch of CWB Online on June 5, came just two months after the re-launch of the new WBCA.org and is in line with the Association's new Web-driven strategy. CWB Online is designed to deliver the most current and up-to-date information available to its members.

"This has been a major initiative for us over the last 18 months," said WBCA Chief Executive Officer Beth Bass. "I cannot stress enough just how excited I am – and the whole WBCA family is – about launching CWB Online. We are always trying to find ways to better serve our members and with this tool, we will be able to supply them with most real-time information possible."

The WBCA will now publish 12 online issues and three hard copies annually. The combined 15 editions of CWB total seven more issues than the eight previously published by the Association each year. The WBCA is pleased to be able to bring this added benefit at no extra cost to its membership of 5,000-plus.

In addition to CWB's staple content, which includes feature stories, coaching tips, and news & notes, WBCA members will have access to even more information throughout the year, as WBCA.org's Coaches Corner, Training Room and Resource Center will all be available via CWB Online.

The WBCA will continue to mail its three most popular annual editions of CWB -- Pre-Convention (January/February), Strength & Conditioning (May/June) and Membership (September/October) – to its membership.

CWB debuted in September 1987. Now in its 15th year of publication, CWB remains the only magazine dedicated solely to women's basketball coaches.