



PRESS RELEASE

WBCA Announces the "Rubber Meets the Road" Tour

ATLANTA, Ga. (June 13, 2006) -- Coaches are not the only ones hitting the recruiting circuit this summer. The Women's Basketball Coaches Association (WBCA) will hit the road on June 13, 2006 to tip-off their "Rubber Meets the Road" tour.

Once again, the WBCA will be showcasing their WBCA-branded vehicle. The purpose of the tour is to educate coaches, student-athletes, parents, the community and beyond about women's basketball and the importance of the WBCA.

The main stops will consist of visits to various institutional and recreational camps across the United States. Along the way, the WBCA will also make several "home visits" with stops at schools in the immediate area. Several community events are scheduled amidst the running list of camps and home visits.

"We are excited about the 'Rubber Meets the Road' tour and we feel that it is an important step to increasing exposure for the WBCA and women's basketball," said WBCA CEO Beth Bass. "It is important to educate the world of women's basketball about the significance of the WBCA. In doing so, we hope to spark the interest of prospective members to join while encouraging our current membership to take advantage of the benefits that we already offer."

The tour debuts in Lookout Mountain, Georgia, at the Fellowship of Christian Athletes (FCA) girls' basketball camp. Kai Williams, Marketing and Sales Coordinator, and other WBCA staff will chauffeur the vehicle on the "Rubber Meets the Road" tour.

Be sure to check out the latest updates on the tour at www.WBCA.org so that you will know when the "sporty" vehicle will be in a town near you! A weekly update will be provided with pictures and future destinations for the "Rubber Meets the Road" tour.