



PRESS RELEASE

McKesson Promoted to Director of Communication for WBCA

ATLANTA, Ga. (January 7, 2008) -- Women's Basketball Coaches Association (WBCA) CEO Beth Bass recently announced the promotion of Summer McKesson to Director of Communications.

McKesson's basic duties will include managing and contributing content for all of WBCA publications, aiding in much of the awards and poll processes including the writing and distribution of press releases, assisting in design and layout of all print material and overseeing both the Manager of Awards and the Manager of Multimedia. She has also been heavily involved in several of the WBCA's new initiatives, including the WBCA's "Think Pink", the Kay Yow/WBCA Cancer Fund and "Shootaround with Beth and Debbie", the first women's basketball podcast.

"Summer's appointment to Director is well deserved, and I could not be happier to offer it to her," said Bass. "She has devoted so much time and energy to various facets of the WBCA and has proved to be quite an asset to our organization."

McKesson joined the WBCA in July of 2005 as the Manager of Communications. Prior to her arrival in Atlanta, she completed internships with MTV Networks and VIBE Magazine in New York City. At VIBE, McKesson worked primarily in the editorial department contributing research and articles for all of the magazine's departments. While working within the Off-Air Creative Department at MTV, she focused extensively with project management and creative services for all print production needs within the corporation.

McKesson earned her Bachelor of Science summa cum laude in Communication with a concentration in Print Media from Western Carolina University. She also minored in marketing. While at WCU, she was a four-year member of the women's basketball team under Coach Beth Dunkenberger. As an honorable student-athlete, McKesson's achievements included being a four-year recipient of the Athletic Director's Academic Award, four-year recipient of the Southern Conference Honor Roll, and nine consecutive semesters on Dean's List, deeming her a University Scholar.

Before graduating at Western, McKesson put in many hours with the Sports Information Department, the Western Carolinian (school newspaper), and as a freelance artist. Outside the WBCA, McKesson is an active member of New Mercies Christian Church, located in Lilburn, Ga. She has implemented 4real magazine, the quarterly magazine at New Mercies, and serves as Editor-in-Chief for the magazine. She also helped to implement the monthly newsletter, New Mercies News, and was recently named the Volunteer of the Year.

