



PRESS RELEASE

## Kay Yow/WBCA Cancer Foundation™ Secures First Founding Partner

ATLANTA, Ga. (February 14, 2008) -- The Kay Yow/WBCA Cancer Foundation™, in partnership with The V Foundation for Cancer Research, announces The Hartford as the first founding partner. As a founding partner, The Hartford's financial commitment will assist with the administrative and operational infrastructure of the Foundation, ensuring that all funds raised will go directly to women's cancers research.

The Hartford's support for the Kay Yow/WBCA Cancer Foundation™ is an important part of a broad and far-reaching commitment by the company to help in the fight against cancer. The Hartford was the first to offer life insurance coverage to survivors of breast and prostate cancer at the same rates as healthy women and men of the same age.

"The fight against cancer is everyone's fight," said Wade Seward, vice president and chief marketing officer of The Hartford's individual life insurance division. "We are inspired by Kay Yow's personal story, are proud to support the Kay Yow/WBCA Cancer Foundation in its effort to eradicate cancers that affect women, and are committed to doing everything we can as a company to improve the lives and longevity of all Americans."

In addition to being the founding sponsor of the Kay Yow/WBCA Cancer Foundation™, The Hartford is the inaugural presenting sponsor of the Foundation's 4Kay Run at the NCAA® Women's Final Four® on April 5th; supports The V Foundation, which advocates cancer awareness and research; and supports Casting for Recovery, which sponsors fly-fishing retreats for women recovering from breast cancer.

"I am very excited to have The Hartford on board as the first founding partner of the Foundation," said Kay Yow, North Carolina State head women's basketball coach. "Cancer is something that touches everyone's life and having such a great supporter as The Hartford gives us all hope that we can make a difference in the lives of those battling cancer."

The Kay Yow/WBCA Cancer Foundation™ was announced on December 3, 2007, during the Jimmy V Classic. The Kay Yow/WBCA Cancer Foundation, in partnership with The V Foundation for Cancer Research, will raise money in the fight against women's cancers. It was appropriate to announce this Fund during the Jimmy V Classic because of the connection between the late Jim Valvano, former North Carolina State men's head basketball coach, and Yow. Yow is a past president and founding member of the WBCA, and serves as a leader and a galvanizing voice for the Association. Donations can be made at [www.JimmyV.org](http://www.JimmyV.org) or by calling 1-800-4JimmyV. All donations are tax deductible.

**About The Hartford**

The Hartford, a Fortune 100 company, is one of the nation's largest financial services and insurance companies, with 2007 revenues of \$25.9 billion. The Hartford is a leading provider of investment products, life insurance and group benefits; automobile and homeowners products; and business property and casualty insurance. International operations are located in Japan, Brazil and the United Kingdom. The Hartford's Internet address is [www.thehartford.com](http://www.thehartford.com).

### **About the Kay Yow/WBCA Cancer Foundation™**

The Kay Yow/WBCA Cancer Foundation™ is a 501 c(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. Donations can be made at [www.JimmyV.org](http://www.JimmyV.org) or by calling 1-800-4JimmyV. All donations are tax deductible.

### **About The V Foundation**

The V Foundation is a charitable organization dedicated to saving lives by helping to find a cure for cancer. The Foundation seeks to make a difference by generating broad-based support for cancer research and by creating an urgent awareness among all Americans of the importance of the war against cancer. The V Foundation performs these dual roles through advocacy, education, fundraising and philanthropy.

### **About the WBCA**

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls. For additional information about the WBCA, please visit [wbca.org](http://wbca.org).