



PRESS RELEASE

## The V Foundation for Cancer Research announces new women's initiative – Kay Yow/WBCA Cancer Fund™

ATLANTA, Ga. (December 3, 2007) -- The Women's Basketball Coaches Association (WBCA), in partnership with The V Foundation for Cancer Research, announces the launch of the Kay Yow/WBCA Cancer Fund™. This is the first time in its 26-year history that the WBCA has instituted a health initiative, with the Fund serving as the newest women's initiative launched at The V Foundation.

North Carolina State University head coach, Kay Yow, established the Fund in partnership with The V Foundation as 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.

Yow is a past president and founding member of the WBCA, and serves as a leader and a galvanizing voice for the Association. She was an Olympic Gold Medal head coach in 1988, NCAA® Elite Eight® and Women's Final Four® coach in 1998, Women's Basketball Hall of Fame inductee in 2000, as well as a Naismith Basketball Hall of Fame inductee in 2002. Yow won the inaugural Jimmy V ESPY for Perseverance at the 2007 ESPY Awards. Yow was first diagnosed with breast cancer in 1987, and is currently battling the disease for the third time.

"I am so honored and blessed to have the opportunity to establish the Kay Yow/WBCA Cancer Fund in partnership with The V Foundation," Yow said. "Despite all the games that I have coached and all the great opponents that I have battled on the court, breast cancer has by far been the toughest opponent I have faced. My hope is that this funding will help to change the lives of many men and women who face this opponent daily. Cancer is something that touches everyone's life and it is important to understand that we all can make a difference. Each of you can be a part of finding an answer. Join me today and let's beat cancer once and for all!"

Donations can be made at [www.JimmyV.org](http://www.JimmyV.org) or by calling 1-800-4JimmyV. All donations are tax deductible. Future plans for the Kay Yow/WBCA Cancer Fund™ include challenging WBCA-member coaches, institutions, fans and communities to implement one Event-in-a-Box, as provided by the WBCA and The V Foundation, to raise money for the Fund. Several national events will also be held each year to raise money for the Fund.

The first national event, titled the 4Kay Run Presented by The Hartford, will be part of the NCAA® activities on Super Saturday, April 5 during the 2008 Women's Final Four® week and WBCA National Convention in Tampa, Florida. The 4Kay Run/Walk will also

be included as one of the options in the Event-in-a-Box campaign.

"It seems so natural that The V Foundation would team up with Jim's friend and North Carolina State University coaching colleague to fight this disease," said Nick Valvano, Chief Executive Officer of The V Foundation. "Kay and Jim shared a passion for winning and that passion will now also be applied to fighting cancer with hopefully the same winning result they had on the court."

It has been just 14 years since The V Foundation for Cancer Research was founded by ESPN and Jim Valvano. The V Foundation started with the dream of Jim Valvano, the passionate and committed former NC State men's basketball coach and award-winning broadcaster, as he battled cancer. Wanting to see the battle through to victory, Valvano recruited friends and family to lead The V Foundation in his quest to eradicate the disease that ultimately claimed his life. With a dire need for early developmental, critical-stage grant support, the Foundation was formed to assist the brilliant young researchers to eventually find cures for cancer.

"The WBCA is ecstatic to be part of the Kay Yow/WBCA Cancer Fund." said WBCA Chief Executive Officer Beth Bass. "Kay has been a great leader and friend to the WBCA for many years. This Fund will take our Association to another level for a much greater cause. I am certain that our membership will embrace this new and exciting initiative and get very involved in making a difference beyond the court."

#### 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).