



PRESS RELEASE

Several WBCA Sponsors and Supporters Rewarding Teams for Joining Fight Against Breast Cancer

ATLANTA, Ga. (February 11, 2009) -- The Women's Basketball Coaches Association (WBCA) announced today that several WBCA sponsors and supporters are hosting challenges to reward participating teams in the WBCA Pink Zone™ who are also raising funds for the Kay Yow/WBCA Cancer Fund™, in partnership with The V Foundation.

Russell Athletic, the official apparel provider of the WBCA Pink Zone, will be donating 15 complimentary uniforms to the team at each division (NCAA Division I, III, III, NAIA, JC/CC and High School) that raises the most funding during its WBCA Pink Zone game for the Kay Yow/WBCA Cancer Fund™.

Jostens, long-time WBCA sponsor, will be giving a complimentary piece of jewelry from the Kay Yow/WBCA Cancer Fund Jewelry Collection to the head coach of the team at each division that raises the most funding during its WBCA Pink Zone game for the Kay Yow/WBCA Cancer Fund™.

Crocs, WBCA Pink Zone supporter, has also joined the fight against breast cancer by donating thousands of pink Crocs to select WBCA Pink Zone teams to use during their WBCA Pink Zone games for giveaways, raffles, etc.

The WBCA Pink Zone™ initiative is a global, unified effort for the WBCA's nation of coaches to assist in raising breast cancer awareness on the court, across campuses, in communities and beyond. The week set aside for this year's initiative is February 13–22, however many schools are participating outside of that window due to scheduling conflicts. The extent of involvement is up to the individual institution.

WBCA Pink Zone™ History

The WBCA began the WBCA Pink Zone™ in 2007 as an initiative to raise breast cancer awareness in women's basketball, on campuses and in communities. In 2007, more than 120 schools unified for this effort and helped make the inaugural year a success. In 2008, over 1,200 teams and organizations participated, reaching over 830,000 fans and raising over \$930,000 for breast cancer awareness and research.

About the Kay Yow/WBCA Cancer™ Fund

The Kay Yow/WBCA Cancer Fund™ 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.