



PRESS RELEASE

## The Late Kay Yow Receives WBCA's Jostens–Berenson Lifetime Achievement Award

ATLANTA, Ga. (March 5, 2009) -- The Women's Basketball Coaches Association (WBCA) has named the late Kay Yow as the organizations nationally to receive an Award of Excellence in the first round of the 2009 Associations Advance America (AAA) Awards program, a national competition sponsored by the American Society of Association Executives (ASAE) & The Center for Association Leadership.

The WBCA received the award for its 2008 WBCA Pink Zone™ initiative, which featured over 1,200 participants, reached over 830,000 fans across the nation and raised over \$930,000 for breast cancer awareness and research. The inaugural campaign in 2007 featured 120 participants, showing an increase of 900% between 2007 and 2008. The WBCA Pink Zone initiative for 2009 was February 13 – 22, and the numbers are still being recorded.

“It is such an honor to be recognized with the 2009 Associations Advance America Award of Excellence, but we could not have done this without the outpouring of support from women's basketball coaches, teams, fans and communities across the nation,” said WBCA CEO Beth Bass. “This award is a testament to the competitive nature of our membership, who not only fight to win on the court, but also to win the battle against cancer.”

The WBCA is now in the running to receive a Summit Award, ASAE & The Center's top recognition for association programs, to be presented in ceremonies at ASAE's 10th Annual Summit Awards Dinner at the National Building Museum in Washington, D.C., on September 29, 2009.

Now in its 19th year, the prestigious AAA Awards Program recognizes associations that propel America forward – with innovative projects in education, skills training, standards–setting, business and social innovation, knowledge creation, citizenship, and community service.

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.

### 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. The 2009 campaign totals are in the process of being tabulated. The WBCA's charity of choice is the Kay Yow/WBCA Cancer Fund™, in partnership with The V Foundation. The WBCA strongly encourages all donations from Pink Zone games to be given to this Fund. Click [here](#) for more information.