



PRESS RELEASE

WBCA Pink Zone™ Challenge Winners Announced

ATLANTA, Ga. (May 20, 2009) -- The Women's Basketball Coaches Association (WBCA) announced the winners of the 2009 WBCA Pink Zone™ challenges. Several WBCA sponsors and supporters hosted challenges to reward WBCA Pink Zone participating teams who raised funds for the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation.

The winners of the Russell Athletic and Jostens WBCA Pink Zone challenges are as follows:

Division	School	Head Coach
NCAA Division I	N.C. State University	Stephanie Glance (Former Interim)
NCAA Division II	Bentley University	Barbara Stevens
NCAA Division III	DePauw University	Kris Huffman
NAIA	California Baptist University	Danelle Bishop
JC/CC	Southwestern Community College	Jeremiah Scheel
High School/AAU	Sandia High School	Susan Kubala

“Congratulations to these teams that raised the most funding in support of the Kay Yow/WBCA Cancer Fund,” said WBCA CEO Beth Bass. “Our sponsors are pleased to reward their efforts, though the most gratifying result will be knowing that the women’s basketball community is making a difference in the fight against cancer!”

Russell Athletic, the official apparel provider of the WBCA Pink Zone, will be donating complimentary uniforms to the team at each division (NCAA Division I, III, III, NAIA, JC/CC and High School) that raised the most funding during its WBCA Pink Zone game for the Kay Yow/WBCA Cancer Fund. If the winning school is under a contractual agreement with another apparel company, the uniforms will be given to a high school in the winner’s local community.

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 raised the most funding during its WBCA Pink Zone game for the Kay Yow/WBCA Cancer Fund.

Notre Dame was also recently announced as the winner of the inaugural WBCA Pink Zone Top 20 Attendance Challenge. The 15 schools taking part in this year's Pink Zone Challenge were invited based upon their appearance in the top 20 of the final

2007–08 NCAA attendance rankings. The WBCA Pink Zone Challenge is a friendly fund–raising competition, with participants charged with trying to collect the most money through the WBCA Pink Zone initiative. Together, these 15 schools raised over \$160,000.

To date, the initiative has unified 1,636 teams and organizations through their participation in the 2009 breast cancer awareness campaign, held February 13–22. Donations raised thus far surpass \$1,362,000 and more than 912,000 fans were reached across the nation. Over 56 schools broke attendance records through participation in the WBCA Pink Zone.

The WBCA's charity of choice is the Kay Yow/WBCA Cancer Fund, in partnership with The V Foundation. All participants in the WBCA Pink Zone are encouraged to send donations to the Fund. This year, 1,251 of the participants donated at least a portion of their proceeds to the Kay Yow/WBCA Cancer Fund, raising over \$732,000. The remainder of the proceeds was given to various local and national charities.

The 2010 WBCA Pink Zone dates will be February 12 – 21.

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. Kay Yow, former North Carolina State University head women's basketball coach, served as the catalyst for the initiative after her third reoccurrence of breast cancer in 2006. 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 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.

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.

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.