



PRESS RELEASE

## Women's Basketball Trailblazer Marsha Sharp Named Kay Yow/WBCA Cancer Fund Executive Director

ATLANTA, Ga. (May 27, 2009) -- The Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation for Cancer Research, announces Marsha Sharp, women's basketball pioneer, as the first executive director of the Fund.

"Of all of the experiences that I have had the opportunity to be a part of throughout the years, this has to be one of the most meaningful honors that I have received," Sharp said. "It is an opportunity to give back, to help others and to carry out a vision that can make a difference in millions of lives across the globe. I look forward to embracing this challenge and helping to find a cure for cancer through the research that is made possible through this Fund."

Sharp, most known for her 24-year tenure at the helm of the Texas Tech women's basketball program, created a dynasty throughout West Texas and the entire country. She led her teams to remarkable success during her time with the Lady Raiders, including the 1993 National Championship. Sharp has been recognized for her accomplishments by being inducted into the Texas Women's Hall of Fame in 1999, the Texas Sports Hall of Fame in 2000, the Women's Basketball Hall of Fame in 2003, and the Texas Panhandle Sports Hall of Fame in 2008.

She was named the Russell Athletic/WBCA National Coach of the Year in 1994 and SWC/Big 12 Coach of the Year seven times. She served on the Women's Basketball Coaches Association (WBCA) Board of Directors and was its president from 2001-03.

Retirement from the coaching arena has only left more time and energy to expand Sharp's career and pursue her other passions, both locally and nationally. She has served on the Women's Protective Services board and co-sponsored the Alzheimer's Association Memory Gala. She currently is president of the YWCA board of directors, serves on the Carillon Senior LifeCare Community board of directors, and the LISD School for Young Women Leaders advisory council. She has also been a TV color analyst for the San Antonio Silver Stars of the WNBA and director of a groundbreaking camp called Hoops and Leaders for elementary age boys and girls. Sharp also founded the United Future Leaders Program through Texas Tech University which promotes civility, ethics, leadership, and service qualities among West Texas youth.

### 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. Donations can be made at [www.JimmyV.org](http://www.JimmyV.org) or by calling 1-

800-4JimmyV. All donations are tax deductible. For more information, visit [www.wbca.org/kayyowwbcacancerfund.asp](http://www.wbca.org/kayyowwbcacancerfund.asp).

#### 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.