



PRESS RELEASE

The WBCA is Going Green!

ATLANTA, Ga. (August 7, 2008) -- Women's Basketball Coaches Association (WBCA) President Sherri Coale and the WBCA Board of Directors have wholeheartedly approved a new plan to green the Association in an effort to support environmental activism.

"The WBCA hopes to lead the way for other sports associations in going green. With the current economic state, we feel that this effort will not only benefit the environment, but is the right thing to do," said WBCA CEO Beth Bass. "We look forward to doing what we can to make a difference in our environment."

The WBCA's effort will include a weekly "green day" between the months of June and November, where staff will be permitted to telecommute from home each Friday beginning in August 2008. The office will run as usual with all WBCA having email and phone access. One WBCA staff member will also be onsite each Friday. In a six month span, this will save each WBCA staff member an average of 22.75 hours in commute time and \$115 in gas. The WBCA will also save 8,632 pounds of CO₂ from being released in the air.

Other internal plans include the greening of the WBCA office. This effort will include: purchasing recycled products reducing the amount of printed copies; using mugs instead of plastic cups; using filtered drinking water instead of bottled water; using silverware instead of plastic utensils; re-using file folders and other office supplies as much as possible; unplugging computers and appliances when not in use; purchasing energy efficient light bulbs; purchasing toilets that conserve up to 75% water per flush; turning off lights when leaving a room; using non-toxic cleaning products; recycling toner and ink cartridges; and recycling cans, aluminum, glass, plastic and cardboard in addition to paper.

The WBCA will also be pushing this effort externally and is considering areas to help green the Association as a whole. Some of these plans include: creating a green page on wbca.org; adding taglines to emails to increase awareness; reducing the number of printouts at WBCA events; reducing the number of hard mailings; and providing green tips in all WBCA online and print publications. The WBCA will now be considered a partner with the Clean Air Campaign.