



PRESS RELEASE

## Over 100 WBCA Pink Zone Games to be Broadcasted Across the Nation

ATLANTA, Ga. (February 1, 2010) -- The Women's Basketball Coaches Association (WBCA) announced today that over 100 WBCA Pink Zone® women's basketball games across the nation will be broadcasted via television or internet stream.

"Throughout the season, our coaches, teams and women's basketball supporters are using every outlet available to them to reach fans outside of the arena," said WBCA CEO Beth Bass. "Now they are using these same mediums to spread the awareness of breast cancer by choosing a game for their WBCA Pink Zone that is televised or streamed via the Internet. It is vital that we continue to use any and every platform we can to increase awareness and funding to fight this disease."

ESPN continues the ongoing support of this initiative by dedicating its annual "February Frenzy" women's college basketball games on ESPN2, ESPNU and ESPN360.com to supporting the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation. February Frenzy will showcase eight regionalized games for the biggest regular-season day in women's college basketball on Sunday, Feb. 14. ESPN will also dedicate the two Big Monday games on Monday, Feb. 15, to the cause.

CBS College Sports Network, Fox Sports and the Big Ten Network have also joined the cause by promoting the WBCA Pink Zone nationwide efforts and also encouraging donations to the Kay Yow/WBCA Cancer Fund during televised WBCA Pink Zone games.

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 12–21. For a complete list of participants, [click here](#).

### 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. The late Kay Yow, former North Carolina State University head women's basketball coach, served as the catalyst for the initiative after her third recurrence 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 2009 campaign raised over \$1.3 million, reached over 912,000 fans, unified more than 1,600 participating teams and organizations, and saw 56+ schools

break attendance records at their event.

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 WBCA Pink Zone games to be given to the 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. [Click here for more information.](#)