



PRESS RELEASE

2010 WBCA Pink Zone Rallies over 1,550 Teams and Organizations to Raise Breast Cancer Awareness

ATLANTA, Ga. (February 12, 2010) -- The Women's Basketball Coaches Association (WBCA) officially begins the 2010 WBCA Pink Zone initiative today with over 1,550 schools and organizations committed to participating.

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 window set aside for this year's initiative is February 12-21. The WBCA's charity of choice is the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation. The WBCA strongly encourages any donations collected from WBCA Pink Zone games to be given to the Fund.

"Each year, I grow more and more amazed at the dedication of coaches, fans, student-athletes and women's basketball supporters who unite in the fight against breast cancer by participating in the WBCA Pink Zone," said WBCA CEO Beth Bass. "Through this initiative, women's basketball becomes much more than wins and losses, and I cannot think of a more important win than finding a cure for this disease."

Throughout the WBCA Pink Zone week, women's basketball teams and supporters across the nation will dedicate one game to raise breast cancer awareness and funding. Teams, fans and arenas will be decked out in pink, survivors will be honored at games, referees will blow pink whistles, donations will be collected, and much more!

Thus far, several WBCA partners have chosen to get involved in the WBCA Pink Zone initiative. The NCAA® supports the WBCA Pink Zone initiative by implementing the "Calling for a Cure" campaign where all NCAA women's basketball officials will be blowing a pink whistle February 12-21. Additionally, officials are encouraged to make a donation to the Kay Yow/WBCA Cancer Fund.

Along with the NCAA, other supporting organizations include: National Association of Collegiate Marketing Administrators (NACMA), National Association of Collegiate Directors of Athletics (NACDA), National Association of Collegiate Women Athletics Administrators (NACWAA), Collegiate Sports Information Directors of America (CoSIDA), Women's National Basketball Association (WNBA), National Association of Intercollegiate Athletics (NAIA), National Junior College Athletic Association (NJCAA), NCAA Conference offices, and many more.

WBCA supporters and sponsors are also getting involved in the initiative. These

sponsors and providers include: Displayability, girls got game, i6tix, Jostens, Milwaukee Sporting Goods, Otis Spunkmeyer, Petrocelli Marketing, Pink Ribbon Gumballs, RUSSELL ATHLETIC, Shock Doctor, and Wilson. They are each donating a portion of any proceeds to the Kay Yow/WBCA Cancer Fund.

Over 100 WBCA Pink Zone women's basketball games across the nation will be broadcasted via television or internet stream. 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.

Following the 2010 WBCA Pink Zone week, the WBCA will collect photos and video footage and tally total number of fans reached and donations collected during the initiative.

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.

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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.