



PRESS RELEASE

## Sof Sole Announced as Kay Yow/WBCA Cancer Fund Sponsor

ATLANTA, Ga. (February 22, 2010) -- The Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation, has announced that Sof Sole®, an Implus Footcare brand family, has joined the fight against women's cancers by becoming an official sponsor.

"The Kay Yow/WBCA Cancer Fund is proud to announce Sof Sole's sponsorship," said Marsha Sharp, Kay Yow/WBCA Cancer Fund executive director. "Through partnerships such as this, we can continue to get more and more people involved in helping find a cure for cancer."

The official announcement and a ceremonial check presentation of \$50,000 took place at half-time of the University of North Carolina at Chapel Hill's versus North Carolina State University women's basketball game on Sunday, February 21, 2010. This matchup was UNC's WBCA Pink Zone® game.

"It is amazing to me how Coach Kay Yow's life and the Kay Yow/WBCA Cancer Fund continue to touch others even after her passing," said Sylvia Hatchell, UNC head women's basketball coach. "Sof Sole is based in the heart of the Triangle area, and it's wonderful to see them embrace Coach Yow's legacy and look for ways to continue to make a difference in the fight against women's cancers in her honor."

Sof Sole is the newest sponsor of the Kay Yow/WBCA Cancer Fund. Others include Founding Partners GlaxoSmithKline and Nike.

### About Implus Footcare

Headquartered in North Carolina's Research Triangle Park, Implus Footcare has evolved to become an innovative leader in "below the ankle" footwear and outdoor accessories. Implus Footcare's brand families include well-respected industry product names like Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Granger's®, Little Hotties® and Highgear®. From insoles to performance socks to shoe care to navigational tools and accessories, Implus Footcare proudly distributes in over 75,000 retail outlets across North America and in 65 countries worldwide. For more information, please call (800) 446-7587 or visit [www.implus.com](http://www.implus.com).

### 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.

#### 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.