



PRESS RELEASE

Nebraska's Connie Yori Earns RUSSELL ATHLETIC/WBCA National NCAA Division I Coach of the Year Honor

ATLANTA, Ga. (March 22, 2010) -- The Women's Basketball Coaches Association (WBCA) has selected Connie Yori of the University of Nebraska as the 2010 RUSSELL ATHLETIC/WBCA National Collegiate Athletic Association (NCAA) Division I Coach of the Year. This year marks the 28th year that this accolade has been presented, which has been selected by the WBCA since 1983.

"I would like to personally congratulate Connie Yori for a fantastic season and on behalf of the WBCA, we would like to present her with this honor," said WBCA CEO Beth Bass. "Connie continues to be a model within the coaching ranks."

Yori is in her eighth season as the head coach of the Huskers and was recently named the Big 12 Conference Coach of the Year after leading Nebraska to a 30-1 record (16-0 in the Big 12) for the best season in school history. The Huskers tied the Big 12 record with a 30-game winning streak this season and set the school record for most wins in a season in the process. Yori's team won 15 more games this season than the previous.

Nebraska became the first Big 12 Conference team to finish a regular season with an unbeaten record (29-0), and just the second Big 12 team to go 16-0 throughout league play. Yori's record at Nebraska is 151-98 and her overall career mark is 346-238 in 20 seasons. She has led Nebraska to a record seven consecutive postseason appearances (2004-10) and three NCAA Tournament appearances (2007, 2008 and 2010).

Yori came to Nebraska after ten years as the head coach at Creighton University where she finished her career as the 2002 Missouri Valley Conference Coach of the Year after leading Creighton to the NCAA Tournament. Overall, Yori spent 17 seasons at Creighton, including four as a player and three as an assistant coach.

Between her time spent as an assistant coach and head coach at Creighton, Yori spent one year as the head softball coach at St. Thomas University where she earned her master's degree in sports administration. Yori then spent two seasons as the head coach at Loras College.

Yori graduated from Creighton with a bachelor's degree in journalism in 1986. As a player for the Bluejays, Yori ranks third on the school's all-time scoring list with 2,010 points. A 1992 inductee into the Creighton University Athletic Hall of Fame, Yori owns the school record for career scoring average (20.3 ppg). She also owns

school game records for points (42) and field goals made (20). Her No. 25 jersey was also retired by Creighton.

Yori is married to Kirk Helms and the couple has a son, Lukas. Yori is active in the community as a volunteer, including serving as the honorary chairperson of the 2006 Race for the Cure.

“RUSSELL ATHLETIC has been a part of millions of athletes and coaches lives for over a hundred years. We’ve seen our share of ups and downs, but like so many coaches, with dedication, sacrifice and hard work, RUSSELL ATHLETIC has continued to transcend generations,” said Gary Barfield, Executive Vice President, Russell Athletic. “That is why RUSSELL ATHLETIC is proud to honor Connie Yori as the 2010 recipient of the RUSSELL ATHLETIC/WBCA Division I National Coach of the Year award. Connie embodies the true meaning of our belief: proven on the field of play.”

Yori is one of six RUSSELL ATHLETIC/WBCA National Coaches of the Year selected, which also names winners for each of the other four WBCA collegiate divisions (NCAA Divisions II and III, NAIA and JC/CC) as well as high school. The winner is selected through a two-level process. The first level is by region, in which coaches from each WBCA geographical region vote for their respective top coach. Yori, having received the most votes in WBCA Region 5, advanced as a finalist to the national level of the selection process along with the other seven Regional Coaches of the Year in NCAA Division I.

The WBCA would also like to recognize the following RUSSELL ATHLETIC/WBCA Division I Regional Coaches of the Year:

Region	Coach	University
Region 1	Geno Auriemma	University of Connecticut
Region 2	Sue Semrau	Florida State University
Region 3	Matthew Mitchell	University of Kentucky
Region 4	Joe Foley	University of Arkansas, Little Rock
Region 6	Robin Pingeton	Illinois State University
Region 7	Adrian Wiggins	Fresno State
Region 8	Tara VanDerveer	Stanford University

Yori and the national winners from the other five divisions will be recognized at the RUSSELL ATHLETIC/WBCA National Coach of the Year Luncheon on Monday, April 5, at 12:30 p.m. CT in the Marriott Rivercenter. The luncheon is part of the WBCA National Convention, held in conjunction with the NCAA® Women's Final Four® in San Antonio, Texas.

About RUSSELL ATHLETIC

For more than 100 years, RUSSELL ATHLETIC has been designing and producing the most innovative, most comfortable apparel to help athletes at all levels perform their best. From the youth practice fields, to premier collegiate teams, to the most respected professional arenas, whenever you see athletes and teams who demand the highest quality, exceptional durability, and extreme comfort, you'll find RUSSELL ATHLETIC. Proven on the field of play.

