



PRESS RELEASE

Winners Announced for the 2010 WBCA Pink Zone Contest

ATLANTA, Ga. (March 31, 2010) -- The Women's Basketball Coaches Association (WBCA) announced the winners of the 2010 WBCA Pink Zone® Contest *presented by Jostens*. The contest is an effort to reward participating teams in the WBCA Pink Zone who are also raising funds for the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation.

The winners of the 2010 WBCA Pink Zone® Contest *presented by Jostens* are as follows:

Division	School	Head Coach
NCAA Division I	N.C. State University	Kellie Harper
NCAA Division II	Bentley University	Barbara Stevens
NCAA Division III	Moravian College	Mary Beth Spirk
NAIA	Viterbo University	Bobbi Vandenberg
JC/CC	Southwestern Community College	Buck Scheel
High School/AAU	Sandia High School	Susan Kubala

"Thank you so much to these teams that raised the most funding in support of the Kay Yow/WBCA Cancer Fund, the WBCA's charity of choice," said WBCA CEO Beth Bass. "We appreciate the efforts of the entire women's basketball community in making a difference in the fight against cancer and supporting the WBCA Pink Zone initiative."

Four teams earn this recognition for the second consecutive year, including N.C. State University, Bentley University, Southwestern Community College and Sandia High School.

Jostens, long-time WBCA sponsor, will be giving a complimentary piece of jewelry from the Jostens Kay Yow/WBCA Cancer Fund Jewelry Collection to the head coach of the team at each division (NCAA Division I, II, III, NAIA, JC/CC and High School/AAU) that raised the most funding during its WBCA Pink Zone game for the Kay Yow/WBCA Cancer Fund. They will also present a plaque to the winning team at each division at the 2010 WBCA National Convention in San Antonio, Texas.

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 reoccurrence 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.

About Jostens

Minneapolis-based Jostens is a provider of products, programs and services that help people tell their stories, celebrate important traditions and recognize achievements. The Company's products include school yearbooks and other memory book products, scholastic products such as class rings and graduation products, and products for athletic champions and their fans. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational and trade publishing segments.