



PRESS RELEASE

2010 WBCA Pink Zone Initiative Raises Over \$1 Million

ATLANTA, Ga. (May 5, 2010) -- The Women's Basketball Coaches Association (WBCA) announced outstanding results from its 2010 WBCA Pink Zone® initiative. To date, the initiative has unified 1,809 teams and organizations through their participation in the 2010 breast cancer awareness campaign, held February 12–21.

Donations raised thus far surpass \$1,045,000 and more than 922,000 fans were reached across the nation. Over 22 schools broke attendance records through participation in the WBCA Pink Zone.

"What an inspiring month February was as pink splashed arenas across the nation with over 1,800 teams and supporters participating in the WBCA Pink Zone," said WBCA CEO Beth Bass. "Our coaches are truly compassionate about this cause, and it gives them a chance to put their competitive nature to good use as we all unite in the fight against breast cancer. Thank you to everyone who is continuing to make a difference!"

The WBCA's charity of choice is the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation for Cancer Research. All participants in the WBCA Pink Zone are encouraged to send donations to the Fund.

"It is such a pleasure to me to be able to combine two things I am passionate about – women's basketball and the fight against cancer," said Kay Yow/WBCA Cancer Fund Executive Director Marsha Sharp. "The women's basketball nation is upholding the legacy of Coach Yow and continuing to battle the disease in her honor by running events such as the WBCA Pink Zone on campuses and in communities. We appreciate everyone's continual support of the Fund in helping to find a cure."

Overall, the WBCA Pink Zone has raised nearly \$3.3 Million, has reached almost \$2.7 Million fans, and has unified over 4,700 participants in only four years.

Several WBCA partners chose to get involved in the WBCA Pink Zone initiative. The NCAA® supported the WBCA Pink Zone initiative through the "Calling for a Cure" campaign where all NCAA women's basketball officials blew a pink whistle February 12–21. Additionally, officials were encouraged to make a donation to the Kay Yow/WBCA Cancer Fund.

Along with the NCAA, other supporting organizations included: 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 who joined the cause included: Displayability, girls got game, i6tix, Jostens, Milwaukee Sporting Goods, Otis Spunkmeyer, Petrocelli Marketing, Pink Ribbon Gumballs, RUSSELL ATHLETIC, Shock Doctor, and Wilson.

Over 100 WBCA Pink Zone women's basketball games across the nation were broadcasted via television or internet stream. ESPN continued 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. February Frenzy showcased eight regionalized games for the biggest regular-season day in women's college basketball on Sunday, Feb. 14. ESPN also dedicated the two Big Monday games on Monday, Feb. 15, to the cause.

CBS College Sports Network, Fox Sports and the Big Ten Network also jumped on board 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 2011 WBCA Pink Zone dates will be February 11-20.

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. The late Kay Yow, the Fund's namesake and former N.C. State head women's basketball coach, served as a catalyst for starting the WBCA Pink Zone. After three bouts with breast cancer, Yow passed away in January 2009.

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.