



PRESS RELEASE

WBCA is Honored as Recipient of ASAE's 2009 Summit Award

ATLANTA, Ga. (July 9, 2009) -- The Women's Basketball Coaches Association (WBCA) is one of only six organizations selected by the American Society of Association Executives (ASAE) & The Center for Association Leadership's Associations Advance America (AAA) Committee to receive the 2009 Summit Award. The Summit Award is ASAE's highest honor for associations that implement innovative community-based programs.

"What a privilege it is for the WBCA to be selected as a recipient for the 2009 Summit Award for the WBCA Pink Zone initiative," said WBCA CEO Beth Bass. "It is a true testament to the commitment that our women's basketball coaches, teams, fans and communities have shown across the nation to the fight against breast cancer. A sincere thank you to each of the participants for being a part of such a positive movement in our sport."

The WBCA received the award for its 2008 WBCA Pink Zone™ initiative, which featured over 1,200 participants, reached over 830,000 fans across the nation and raised over \$930,000 for breast cancer awareness and research. The inaugural campaign in 2007 featured 120 participants, showing an increase of 900% between 2007 and 2008. The WBCA Pink Zone initiative for 2009 was February 13-22. 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.

Part of the AAA Awards Program, the Summit Award symbolizes the very best efforts designed by associations across the country in areas like public education/information, economic development, business and social innovation, skills training/development and civic and volunteer activities. After previously being selected as one of 21 organizations nationally to receive an Award of Excellence, the WBCA moved on to the second round of the process in which the winners of the Summit Award were chosen, three of which were national organizations.

The Summit Awards will be presented at the 10th Annual Summit Awards Dinner, September 29, at the National Building Museum in Washington, DC.

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.

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. 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 Pink Zone games to be given to this Fund.