



PRESS RELEASE

Second Annual Kay Yow/WBCA Cancer Fund 4Kay Golf Classic Brings Friendly Competition to Greensboro

ATLANTA, Ga. (August 31, 2009) -- For decades the city of Greensboro has been the unofficial crossroads of college basketball, so it is no surprise when nationally known women's basketball coaches make their way to "Tournament Town" for a big game. The rivalries are often heated and the fans always inspired. But this September, the elite of women's basketball coaching will gather in Greensboro for a more friendly clash – one to celebrate the legacy of the late Kay Yow at the second annual 4Kay™ Golf Classic presented by Nike, on Sunday and Monday, September 13–14.

This year's edition will be hosted at the Grandover Resort and Conference Center – thanks to support from the Atlantic Coast Conference, the City of Greensboro, the Greensboro Coliseum, the ACC Tournament Host Committee, and the Greensboro Convention and Visitors Bureau (CVB). All proceeds benefit the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation for Cancer Research.

"The 4Kay Golf Classic was envisioned by Coach Yow to bring coaches together in fellowship, while raising both awareness and financial support for the Kay Yow/WBCA Cancer Fund," said Nora Lynn Finch, ACC Associate Commissioner and Fund board member. "Coach Yow wanted to set aside competition for two days out of the year for coaches to become teammates in a battle that affects everyone in some fashion. The ACC and the entire Greensboro community welcome men's and women's coaches and fans from across the country to Grandover for the Classic that will help enrich Coach Yow's legacy."

During her distinguished career, Yow was not only known for coaching excellence, but also for her desire to bring coaches together for fellowship and the advancement of women's basketball. This path led her to become a founding member and an eventual president of the WBCA, and The Classic helps continue that passion as one of several major annual events for the Fund. The Fund's best known annual event is the WBCA Pink Zone™, a nationwide effort that netted over \$732,000 for the Fund last season. Teams and fans at schools large and small donned pink uniforms and t-shirts, to both support the cause of breast cancer awareness and research and to commemorate Coach Yow's bravery and perseverance.

"The Kay Yow/WBCA Cancer Fund is very grateful to the ACC and the City of Greensboro for hosting the 2009 Classic," said Marsha Sharp, Executive Director of the Fund. "We are also overwhelmed by the generosity and support of women's basketball coaches and corporate sponsors from around the country. It will be a great opportunity for Kay's coaching colleagues to both honor and further her life's work."

The 2009 Classic will be especially poignant as it will be held not only in the shadow of Yow's triumphs at the Greensboro Coliseum, but also "just down the road" from her childhood home of Gibsonville, N.C., where she was laid to rest in January after facing her third bout with breast cancer.

The competitors on the course are slated to be a literal Who's Who of women's basketball, including WBCA Chief Executive Officer Beth Bass, Fund Executive Director and Hall of Fame former Texas Tech coach Sharp, Fund President and former Yow coaching associate Stephanie Glance, alongside Fund board members and head coaches Geno Auriemma (Connecticut) and Pat Summitt (Tennessee).

Many Big XII, the host of the 4Kay event last September, and ACC coaches will also be on hand for the 2009 Classic, including Cristy McKinney (Clemson) and Katie Meier (Miami), who both played for Yow, MaChelle Joseph (Georgia Tech), Sylvia Hatchell (North Carolina), Kellie Harper (N.C. State), Beth Dunkenberger (Virginia Tech), Debbie Ryan (Virginia), Cindy Stein (Missouri), Sherri Coale (Oklahoma), Gail Goestenkers (Texas), Gary Blair (Texas A&M), and Kristy Curry (Texas Tech). The Classic will feature over 150 players, including many other well-known coaches and supporters of the game.

Local women's basketball coaches and administrators, led by UNC-Greensboro head coach Lynne Agee and Associate AD Kathy Roberts, are also lending their time to the cause by serving as the Classic's welcoming committee. The Fund's founding partners, including The Hartford, Nike and GlaxoSmithKline will also be in attendance in support of the cause.

Special thanks go to the following sponsors of this year's Classic: Nike (presenting sponsor), Harrison Turner and the Bryan Foundation (breakfast sponsor), Guilford Sports Hall of Fame (hole sponsor), Touchstone Energy (hole sponsor and beverage cart sponsor), Blue Cross Blue Shield of North Carolina (hole sponsor) and the Big XII Conference (beverage cart sponsor).

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 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.