



PRESS RELEASE

Kay Yow/WBCA Cancer Fund Raises \$1.7 Million in Two Years

ATLANTA, Ga. (November 19, 2009) -- The Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation for Cancer Research, has raised a grand total of \$1.7 million since the Fund's inception on December 3, 2007.

"We are amazed with the dedication and outpouring of support that the Kay Yow/WBCA Cancer Fund has received from across the nation, especially following the passing of Coach Yow," said Marsha Sharp, Kay Yow/WBCA Cancer Fund executive director. "Our hope is that we will continue the fight against women's cancers in Coach Yow's honor. With the continued backing of our sponsors, partners, donors, institutions and communities, two years from now we can surpass this milestone ten-fold!"

Hundreds of thousands of people have attended events benefiting the Kay Yow/WBCA Cancer Fund across the nation over the past two years. National events such as the WBCA Pink Zone® initiative, the NCAA 4Kay® Run, the Women's Basketball Hall of Fame 4Kay® Run and the 4Kay® Golf Tournament presented by Nike have sparked a devoted following in the women's basketball community and beyond.

The Kay Yow/WBCA Cancer Fund's founding partners, GlaxoSmithKline, The Hartford and Nike, have also shown tremendous support, along with partnering organizations The V Foundation and the Women's Basketball Coaches Association (WBCA). Other sponsors and supporters include: ESPN, Fox Sports, Implus, Veridex, Cybex, PRVCY, Russell Athletic, Wilson Sporting Goods, Displayability, Petrocelli Marketing, Jostens, girls got game, WRAL, P.H. Enterprises, Playground Marketing, i6tix, Bead Retreat, Frigemates, Hoop FX, Pink Ribbon Gumballs and Ty Mawr Classics.

The Kay Yow/WBCA Cancer Fund was announced on December 3, 2007, during the Jimmy V Classic. The Kay Yow/WBCA Cancer Fund, in partnership with The V Foundation for Cancer Research, will raise money in the fight against women's cancers. The late Kay Yow, former North Carolina State University head women's basketball coach, was a past president and founding member of the Women's Basketball Coaches Association (WBCA), and a galvanizing voice for the Association. Yow was first diagnosed with breast cancer in 1987, and passed away on January 24, 2009, after facing her third bout with the disease.

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.