



PRESS RELEASE

## Hundreds of Teams and Organizations Unite in WBCA Pink Zone to Fight Breast Cancer

ATLANTA, Ga. (February 11, 2011) – The 2011 WBCA Pink Zone® initiative officially begins today with hundreds of schools and organizations committed to participating.

"The WBCA Pink Zone effort is truly the largest fundraiser for the Kay Yow Cancer Fund and has impacted so many lives," said Marsha Sharp, Kay Yow Cancer Fund executive director. "Coach Yow was always so enthralled with how her colleagues rallied around this cause to help in the fight against cancer. Through efforts such as this, we continue to uphold her legacy and make a difference that will prolong and even save the lives of those who continue to battle this disease."

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. The window set aside for this year's initiative is February 11–20. The WBCA's charity of choice is the Kay Yow Cancer Fund™. The WBCA strongly encourages any donations collected from WBCA Pink Zone games to be given to the Fund.

"It is amazing to think about how the women's basketball community has raised over \$3.3 Million for breast cancer awareness and research since this initiative first began in 2007," said WBCA CEO Beth Bass. "I'm sure this year's WBCA Pink Zone will be no different. The dedication of coaches, fans, players and supporters in the fight against breast cancer gets stronger every year and will continue to touch so many lives."

Throughout the WBCA Pink Zone week, women's basketball teams and supporters across the nation will dedicate at least one game to raise breast cancer awareness and funding. Teams, fans and arenas will be decked out in pink, survivors will be honored at games, referees will blow pink whistles, donations will be collected, and much more!

Thus far, several WBCA partners have chosen to get involved in the WBCA Pink Zone initiative. The NCAA® encourages women's basketball officials to make a donation to the Kay Yow Cancer Fund during the WBCA Pink Zone window.

Along with the NCAA, other supporting organizations include: 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 are also getting involved in the initiative. These sponsors and providers include: girls got game, Petrocelli Marketing, RUSSELL ATHLETIC (official apparel provider) and Wilson (official basketball). They are each donating a portion of any proceeds to the Kay Yow Cancer Fund.

Hundreds of WBCA Pink Zone women's basketball games across the nation will be broadcasted via television or internet stream (Pink Zone Televised Schedule). ESPN continues 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 Cancer Fund. February Frenzy will showcase eight regionalized games for the biggest regular-season day in women's college basketball on Sunday, Feb. 13. ESPN will also dedicate the two Big Monday games on Monday, Feb. 14, to the cause.

CBS College Sports Network, Fox Sports and the Big Ten Network have also joined the cause by promoting the WBCA Pink Zone nationwide efforts and also encourage donations to the Kay Yow Cancer Fund during televised WBCA Pink Zone games.

Following the 2011 WBCA Pink Zone week, the WBCA will collect photos and video footage and tally total number of fans reached and donations collected during the initiative.

#### 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. In 2010, over 1,800 participants came together to surpass \$1,045,000 in donations and reached more than 922,000 fans across the nation. Over 22 schools broke attendance records through their participation.

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.

#### About the Kay Yow Cancer Fund

The Kay Yow Cancer Fund™, in partnership with the WBCA and The V Foundation, 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.KayYow.com](http://www.KayYow.com). All donations are tax deductible. For more information, visit [www.KayYow.com](http://www.KayYow.com).

## About the WBCA

The Women's Basketball Coaches Association (WBCA) was founded in 1981 and is based in Lilburn, Ga. The mission of the WBCA is to promote women's basketball by unifying coaches at all levels to develop a reputable identity for the sport of women's basketball and to foster and promote the development of the game of basketball as a sport for women and girls. For more information, visit [www.wbca.org](http://www.wbca.org).