



PRESS RELEASE

## Jostens to Recognize Teams who Raise Donations for Kay Yow Cancer Fund

ATLANTA, Ga. (February 14, 2011)– The Kay Yow Cancer Fund, in partnership with the WBCA and The V Foundation, announced that Jostens will once again be the presenting sponsor of the WBCA Pink Zone Contest presented by Jostens. The contest rewards teams that participate in the WBCA Pink Zone who are also raising funds for the Kay Yow Cancer Fund.

Jostens is honored to recognize teams participating in the WBCA Pink Zone to raise donations for the Kay Yow Cancer Fund, said Chris Poitras, director, Sports Marketing and Development, Jostens. The WBCA's Pink Zone global effort is an important initiative unifying people to raise breast cancer awareness and we are privileged to sponsor this year's Pink Zone Contest.

Jostens will be giving a complimentary piece of jewelry from the Jostens Kay Yow Cancer Fund Jewelry Collection to the head coach of the team at each division (NCAA Division I, II, III, NAIA, JC/CC and High School/AAU) that raises the most funding during its WBCA Pink Zone game for the Kay Yow Cancer Fund. They will also present a plaque to the winning team at each division at the 2011 WBCA National Convention in Indianapolis, Ind.

The 2010 WBCA Pink Zone Contest presented by Jostens winners were N.C. State University (NCAA Division I), Bentley University (NCAA Division II), Moravian College (NCAA Division III), Viterbo University (NAIA), Southwestern Community College (JC/CC) and Sandia High School (High School/AAU).

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 week set aside for this year's initiative is February 11–20. The extent of involvement is up to the individual institution. For a complete list of participants, [click here](#).

### 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 womens 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 Jostens

Minneapolis-based Jostens is a provider of products, programs and services that help people tell their stories, celebrate important traditions and recognize achievements. The companys products include school yearbooks and other memory book products, scholastic products such as class rings and graduation products, and products for athletic champions and their fans. Jostens is a subsidiary of Visant Corporation, a marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling and educational and trade publishing segments.