



PRESS RELEASE

Campbellsville University's Donna Wise Receives WBCA's Jostens–Berenson Lifetime Achievement Award

ATLANTA – Donna Wise, the all-time winningest coach at Campbellsville (Ky.) University, will receive the 2011 Jostens–Berenson Lifetime Achievement Award in recognition of her lifelong commitment of service to women's basketball, the Women's Basketball Coaches Association (WBCA) announced today.

"It gives me great pleasure to announce Donna Wise as the winner of the Jostens–Berenson Lifetime Achievement Award," said WBCA CEO Beth Bass. "This award, which is named for the mother of the women's game, is the highest honor the WBCA can bestow on an individual."

Wise compiled a 661–283 record in her 32-year career at Campbellsville. Her teams made 16 NAIA National Tournament appearances, reaching the Elite Eight five times. Under her direction, the Lady Tigers won 20 Mid–South and KMAC Conference regular season championships and 15 NAIA conference championships. Wise's program produced 23 All-Americans. She was named NAIA Coach of the Year three times and received conference coach of the year honors seven times. Wise previously has been recognized for her lifetime achievement with induction into the NAIA Basketball Hall of Fame in 2000 and the Kentucky Athletic Hall of Fame in 2010.

Wise retired as women's basketball coach in 2007. She remains at Campbellsville as head of the university's Department of Human Performance.

"We are thrilled to recognize Donna Wise with the Jostens–Berenson Lifetime Achievement Award," said Nicole Ellos, Manager Jostens Championship Sports Marketing "It is an honor to help recognize such an amazing career filled with accomplishments and to celebrate Coach Wise's commitment to her players, her university and to women's basketball."

Wise will be formally recognized during the WBCA Awards Show, which will be held at 6 pm EDT Monday, April 4, in the Indianapolis Convention Center's Sagamore Ballroom. This event is part of the WBCA National Convention and is held in conjunction with the NCAA® Women's Final Four®.

The award, sponsored by Jostens, is named in honor of the late Senda Berenson, who in her role as a physical education instructor at Smith College in Northampton, Mass., introduced "basketball" to her female gym students in 1892. This introduction marked the birth of the women's game, which occurred the year following basketball's invention by Dr. James Naismith in Springfield, Mass.

Wise joins a distinguished group of recipients which includes: Marsha Sharp (2010); the late Kay Yow (2009); Cherri Mankenberg (2008); Brenda Byrd (2007); the late Sue Gunter, Louisiana State University (2006); Charles Heatly, Lindsay High School (2005); Louise O'Neal, Wellesley College (2004); Dr. Charlotte West, Southern Illinois University (2003); Dr. Jill Hutchison, Illinois State University (2002); Bob Spencer, Fresno State (2001); the late Dr. Brenda Reilly, Central Connecticut State University (2000); Betty Wiseman, Belmont University (1999); Dr. Rose Marie Battaglia (1998); Lea Plarski, Saint Louis Community College (1997); Carole Baumgarten (1996); Billie Moore, California State – Fullerton (1995); Marcy Weston, Central Michigan University (1994); Patsy Neal (1993); Harley Redin, Wayland Baptist University (1992); Alberta Lee Cox (1991); Bertha Frank Teague (1990); Pat Summitt, University of Tennessee (1989); Hunter Low, Eastman Kodak Company (1988); Cathy Rush, Immaculata College (1987); Mildred Barnes, Central Missouri State University (1986); the late Carol Eckman, Lock Haven University (1985); and the late Margaret Wade, Delta State University (1984).

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 company's 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.

About the WBCA:

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game in all of its aspects as a sport for women and girls. For more information about the WBCA, please visit wbca.org.