



PRESS RELEASE

## WBCA Celebrates Kay Yow Cancer Fund Name Change and Move to Cary, N.C.

ATLANTA, Ga. (October 14, 2010) -- The Women's Basketball Coaches Association (WBCA), which has proudly served as the launching pad for the Kay Yow/WBCA Cancer Fund®, celebrates the change in the name of the Fund and new location of the Fund's day-to-day operations. The Fund will now be the "Kay Yow Cancer Fund™" and has moved its headquarters to Cary, North Carolina. The WBCA believes the transition will further enable the Kay Yow Cancer Fund to continue its explosive growth. As part of the transition, the WBCA has transferred the full-time management of the wildly successful WBCA Pink Zone® to Executive Director Marsha Sharp and her staff at the Kay Yow Cancer Fund.

"The WBCA is thrilled to have played a role in establishing the Kay Yow Cancer Fund," said Geno Auriemma, President, WBCA Board of Directors, and University of Connecticut Head Women's Basketball Coach. "It is inspiring that in less than three years, the Kay Yow Cancer Fund is now poised and positioned to stand on its own."

"The WBCA Pink Zone was inspired through Coach Yow's very public battle against breast cancer after it recurred in 2006. Her vision was that the Pink Zone be an initiative that would be inclusive of all coaches and allow them to rally around their colleagues, fans, friends and supporters fighting this disease," said Marsha Sharp, Kay Yow Cancer Fund Executive Director, and Women's Basketball Hall of Famer. "The WBCA's efforts and involvement have played an integral role in placing the Kay Yow Cancer Fund and the WBCA Pink Zone in the thriving position they are in today. We look forward to continued growth, education and involvement with teams and organizations across the country."

The WBCA Pink Zone® was started in 2007 as a way to raise breast cancer awareness in women's basketball, at the collegiate and high school levels. Since that time, the WBCA Pink Zone has raised more than \$3.3 million, reached almost 2.7 million fans and unified more than 4,700 participants. In highlighting the incredible success and growth of the Pink Zone initiative, Sherri Coale, Past President, WBCA Board of Directors, and University of Oklahoma Head Women's Basketball Coach stated, "Coupled with Coach Yow's passion for the cause, the WBCA Pink Zone has been the engine for the growth of the Kay Yow Cancer Fund. We are thrilled to be able to pass the reins of this tremendous program to the Fund, where it aligns so well with their mission."

WBCA CEO Beth Bass commented, "As we have said in the past, we would never have embarked on this cause if it were not for the exemplary courage and inspiration of Coach Yow. To have been a part of the incredible success of the Pink Zone alongside

her and many other great leaders in women's basketball has been incredibly gratifying for the WBCA. The time is now right to transition the management of the Pink Zone and in doing so it will allow for the continued trajectories of both by broadening the scope to include all sports and organizations that seek to raise money in the fight against all women's cancers."

Moving forward, all inquiries and requests to participate in the Kay Yow Cancer Fund and Pink Zone activities should be referred to [info@kayyow.com](mailto:info@kayyow.com) at the Kay Yow Cancer Fund. The WBCA remains committed to and is extremely proud to have the Kay Yow Cancer Fund as its charity of choice.

#### About the Kay Yow Cancer Fund

The Kay Yow 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](http://www.JimmyV.org) (Kay Yow Foundation designation) or by mail at Kay Yow Cancer Fund/PO Box 3369/Cary, NC 27519-3369. All donations are tax deductible.

#### 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 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 as a sport for women and girls. For additional information about the WBCA, please visit [wbca.org](http://wbca.org).