



PRESS RELEASE

WBCA, Br{ache the Silence, McClure Images premiere 'The Time is Now' inclusion video

ATLANTA (November 19, 2014) – The Women’s Basketball Coaches Association, in partnership with Br{ache the Silence and McClure Images, is pleased to premiere online today “The Time is Now” – the first video created specifically to address the need for inclusion within the women’s basketball community.

The 3–minute, 13–second video features individuals from college and professional women’s basketball, as well as espnW, speaking about a time when he or she felt marginalized and what inclusion now means to them. The goal of the video is to help all members of the women’s basketball community feel valued and respected, regardless of age, race, gender, sexual orientation and gender identity or expression.

The video can be viewed on both WBCA.org, the official website of the Women’s Basketball Coaches Association, and freedomsounds.org, the official website of Br{ache the Silence.

“The message of the video is simple, but powerful,” said WBCA Executive Director Danielle M. Donehew. “No matter who you are, it’s OK to be *you*.”

Earlier this year, when the WBCA decided to explore the possibility of producing such a video, its first call was to Nevin Caple, co–founder and executive director of Br{ache the Silence.

“Once I heard from the WBCA, I immediately reached out to our creative team – BTS co–founder Colleen McCaffrey and Mollie McClure and Angela Niles of McClure Images, who do much of our video creative,” said Caple.

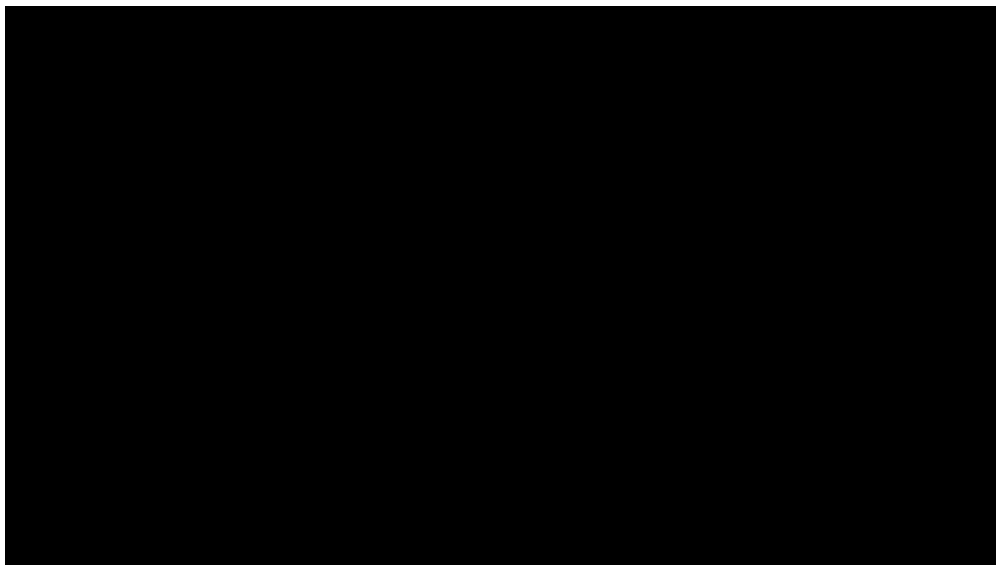
As creative visionaries, with a shared passion to create a more inclusive women’s sports community, Br{ache the Silence and McClure Images work on projects to personalize the LGBT experience, including BTS Tour of Champions and the ALL IN PSA. Given BTS’ and McClure’s history, and the WBCA’s desire to do more to support inclusion in women’s basketball, it was an organic fit.

“Even though each of us has our own unique value system, we all want to be better. This project is an appeal to our better angels. We can do more, we can be more.” said McClure, creative director for McClure Images. “Every participant brought their heart to the film session. Hearing their personal stories was beautiful and inspiring.”

“We are honored the WBCA enlisted our support and pleased they are publicly recognizing how empowering all members will only strengthen the women’s basketball community,” said Caple. “We hope straight, lesbian, gay and bisexual role

models will emerge for the next generation of coaches and administrators to look up to and aspire to be like – and know that they too, can live their truth and be successful.”

“The WBCA membership, the entire women’s basketball community is wonderfully diverse,” said Donehew. “No matter your age, gender, race, sexual orientation, gender identity or religion, there is a place for you in our game. We want you. We need you. We welcome you.”



About Br{ache the Silence:

Br{ache the Silence, fiscally sponsored by the National Center for Lesbian Rights, was founded to address homophobia in women’s sports through education and public awareness initiatives. BTS facilitates inclusion workshops, panels and programming for student-athletes, coaches and athletic administrators throughout the country. McClure Images is a visual arts firm that specializes in capturing stories in and around sports through graphic and web design, photography, and film.

About the WBCA:

Founded in 1981, the Women’s Basketball Coaches Association 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 more information on the WBCA, visit WBCA.org.

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