

PCCC ATHLETICS Women's Basketball



“PLAY 4 KAY” The Kay Yow Fund to Fight Breast Cancer

Left: PCCC's Kay Yow MVP 2011 Gina Taylor with Women's Basketball Head Coach Teya Eaton and Athletics Director Bernard Johnson.

PCCC LADY PANTHERS VS. OCEAN COUNTY COLLEGE

**February 14, 2012
Tip Off: 5:30 PM
Panther Pit – Paterson Campus Gym**

**The Lady Panthers will be selling candy and T-shirts
and accepting donations.
All proceeds will go directly to the Kay Yow Fund.**

Please see below for additional information on the
[WBCA Pink Zone](#)/ Play 4 Kay events for Kay Yow!



Meet Kay Yow

Kay Yow, former North Carolina State University head women's basketball coach, was a past president and founding member of the Women's Basketball Coaches Association (WBCA), and a galvanizing voice for the Association. Yow was first diagnosed with breast cancer in 1987, and battled the disease for the third time before her passing on January 24, 2009 at the age of 66. In her 38 years as a head coach at the college-level, Yow is one of only six Division I head women's basketball mentors to achieve 700 career victories. Yow was also the head coach of the 1988 US Olympic Team that won the gold medal in Seoul.

www.KayYow.com

Mission

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.

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 reoccurrence 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.

DON'T FORGET TO “THINK PINK” and help the Fund eradicate women’s cancers!

Thank you for all of your support!!!