



PCCC Pink Zone Event Feb. 16, 2010)

2010 WBCA Pink Zone® Rallies over 1,550 Teams and Organizations to Raise Breast Cancer Awareness

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.

WBCA Pink Zone® History

The WBCA began the WBCA Pink Zone®, formerly known as "Think Pink", 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.

The WBCA's charity of choice is the Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation. The WBCA strongly encourages all donations from WBCA Pink Zone games to be given to the Fund.