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Mission

The Kay Yow/WBCA 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.

Meet Kay Yow

Kay Yow, 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. [Click here](#) for complete biography.

History

The Kay Yow/WBCA Cancer Fund™ was announced on December 3, 2007, during the Jimmy V Classic. The Kay Yow/WBCA Cancer Fund™, in partnership with The V Foundation for Cancer Research, will raise money in the fight against women's cancers. It was appropriate to announce this Fund during the Jimmy V Classic because of the connection between Jim Valvano, former North Carolina State men's head basketball coach, and Kay Yow, North Carolina State women's basketball coach.

Board of Directors

- Kay Yow, North Carolina State Head Women's Basketball Coach (In Memoriam)
- Debbie Antonelli, Women's Basketball Analyst
- Geno Auriemma, University of Connecticut Head Women's Basketball Coach
- Beth Bass, WBCA Chief Executive Officer
- Sue Donohoe, NCAA Vice President for Division I Women's Basketball
- Nora Lynn Finch, ACC Associate Commissioner for Women's Basketball Operations and Senior Woman Administrator
- Rosa Gatti, ESPN Senior Vice President
- Stephanie Glance, Kay Yow/WBCA Cancer Fund President
- Dr. Mark Graham, Waverly Hematology Oncology Medical Oncologist
- Jill Pizzotti, Nike Manager Women's College Basketball
- Connie Rogers-Newcome, Adhesives Research, Inc. Executive Account Manager
- Marsha Sharp, Kay Yow/WBCA Cancer Fund Executive Director
- C. Vivian Stringer, Rutgers University Head Women's Basketball Coach
- Pat Summitt, University of Tennessee Head Women's Basketball Coach
- Nick Valvano, The V Foundation Chief Executive Officer
- Susan Yow, Belmont Abbey College Head Women's Basketball Coach

Founding Partners

The Hartford

The Kay Yow/WBCA Cancer Fund™ announced The Hartford as the first founding partner on February 14, 2008. The Hartford served as the title sponsor of the inaugural 4Kay Run, the first national event raising money for the Kay Yow/WBCA Cancer Fund™. The Hartford was the first to offer life insurance coverage to survivors of breast and prostate cancer at the same rates as healthy women and men of the same age. [[Full Release](#)]

Nike

The Kay Yow/WBCA Cancer Fund™ was ecstatic to bring Nike on board as a founding partner in early April. Nike served as the title sponsor of the inaugural 4Kay Golf Classic, the second national event raising money for the Kay Yow/WBCA Cancer Fund™.

As a founding partner, The Hartford and Nike's financial commitment will assist with the administrative and operational infrastructure of the Kay Yow/WBCA Cancer Fund™, ensuring that all funds raised will go directly to women's cancers research. For more information on how to become a founding partner, email [Brittany Harmon](mailto:Brittany.Harmon@wbcacancerfund.org) .

Kay Yow/WBCA Cancer Fund Quick Facts

1. The Kay Yow/WBCA Cancer Fund™ launched on December 3, 2007 as the first women's initiative that the Women's Basketball Coaches Association (WBCA) has chosen in its 27-year history. The Fund is also the newest women's initiative for The V Foundation.
2. The Kay Yow/WBCA Cancer Fund™ will raise money for scientific research and to assist the underserved in an effort to fight against women's cancers.
3. The WBCA and The V Foundation launched an Event-in-a-Box campaign during the WBCA National Convention in April to raise money for the Fund. WBCA members, institutions, fans and communities are challenged to run one of the four events each year.

How to Get Involved

We all can be a part of finding the answer! [Donate](#) to the Kay Yow/WBCA Cancer Fund™ online or by calling 1-800-4JimmyV; select one of the Events-in-a-Box to run locally at your business, institution or in your community; or participate in one of the national events to raise money for the Fund. For more information, contact [Megan Smith](#)



Concept Shop

[Click here](#) to view items in the Kay Yow/WBCA Cancer Fund™ Concept Shop. A percentage of each item goes directly to the Kay Yow/WBCA Cancer Fund™.

Events



Are you planning an event? [Click here](#) and let us know! For the second year, the NCAA® will host the 4Kay Run Presented by The Hartford on Super Saturday, April 4, during the 2009 Women's Final Four® and the WBCA National Convention in St. Louis, Missouri. For more information or to pre-register, [click here](#).

View Photos of Past Events

- [4Kay Run Presented by The Hartford](#)
- [4Kay Golf Classic presented by Nike](#)

4Kay™ Events-in-a-Box



The 4Kay™ Events-in-a-Box campaign includes the following events:

- **4Kay™ Run/Walk** - Focus on fun, fitness and community outreach.
- **WBCA Pink Zone™** - Get in the [Pink Zone](#) by selecting a game during the WBCA's yearly dedicated window.
- **Kids 4Kay™** - Give kids and young adults the opportunity to participate in the fight against cancer.
- **4Kay™ Menu** - Remember to enjoy your life with simple indulgences.

The campaign challenges all members to run one event yearly to raise money for the Kay Yow/WBCA Cancer Fund™. [Request](#) your Events-in-a-Box CD today!

Press Releases

- [Inaugural 4Kay Golf Classic unites coaches, friends and colleagues in the fight against cancer](#)
- [The Kay Yow/WBCA Cancer Fund Announces Inaugural 4Kay Golf Classic presented by Nike](#)
- [Kay Yow/WBCA Cancer Fund Announces Board of Directors](#)
- [Kay Yow/WBCA Cancer Fund Announces First Founding Partner](#)
- [WBCA and The V Foundation announce the Kay Yow/WBCA Cancer Fund](#)

Television/Radio Spots

- [Download the generic Kay Yow/WBCA Cancer Fund™ radio spot](#) . Feel free to use the spot on your website or local radio to promote the Fund!
- [Download the ESPN Kay Yow/WBCA Cancer Fund™ radio spot](#) . Feel free to use the

spot on your website or local radio to promote the Fund!

- Request a DVD of the Kay Yow/WBCA Cancer Fund™ television spot to use on your jumbotrons, websites, etc. by [emailing Megan Smith](#) . Please include a mailing address.
- Request a Beta-SP or DVCPRO copy of the Kay Yow/WBCA Cancer Fund™ television spot to use on your local networks by [emailing Megan Smith](#) . Please specify which format you prefer along with a mailing address. Also, please only request these versions if you will definitely put to use as we are charged for each copy.

Media Kit

Click links below to view Kay Yow/WBCA Cancer Fund media kit information:

- [Kay Yow Biography](#)
- [Kay Yow/WBCA Cancer Fund Brochure](#)
- [Kay Yow/WBCA Cancer Fund Flyer](#)
- [Kay Yow/WBCA Cancer Fund Pledge Card](#)
- [Kay Yow/WBCA Cancer Fund Banner](#)
- [Kay Yow Quotes](#)
- [Kay Yow/WBCA Cancer Fund Announcement Press Release](#)
- [Kay Yow WBCA Cancer Fund Quick Facts](#)
- [Request Radio or TV Promotional Spot](#)
- [Request Kay Yow/WBCA Cancer Fund Logo](#) ([Text Usage & Logo Guidelines](#))
- [Planning an Event? Let us know!](#)

[Donate Now](#) 

Checks should be made payable to:

Kay Yow/WBCA Cancer Fund - The V Foundation

Mail checks to:

106 Towerview Court
Cary, NC 27513

THANK YOU FOR YOUR SUPPORT!

For General Information, Contact:

Megan M. Smith

Manager of New Initiatives

[Women's Basketball Coaches Association\(WBCA\)](#)

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