EMU Women's Basketball: Women's Hoops Supports Play4Kay by Wearing Pink January 9, 2014

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Women's Hoops Supports Play4Kay by Wearing Pink
Women's basketball team will show its support by sporting pink uniforms Sunday, Jan. 26

YPSILANTI, Mich. (EMUeagles.com) — The Eastern Michigan University women's basketball team will show its support of the Women's Basketball Coaches Association (WBCA) breast cancer awareness and fundraising program, "Play 4Kay" (formerly known as WBCA Pink Zone), by sporting pink uniforms Sunday, Jan. 26, in its home game against the University of Akron. Game time is scheduled for 2 p.m. at the Convocation Center.

The annual Play 4Kay initiative provides coaches and student athletes around the country the opportunity to "come together as one" to raise awareness for breast cancer research on the court, in their communities and beyond.

Throughout February, high schools, universities and local organizations are dedicated to raise funds and awareness to support the Kay Yow Cancer Fund's (KYCF), mission of supporting scientific research focused on women's cancers, as well as projects assisting the underserved community.

In her 34-year tenure at North Carolina State University, the late Kay Yow became the first coach to win two Olympic gold medals, guided her teams to 20 NCAA Tournaments and was inducted into 11 Halls of Fame. However, Coach Yow's legacy in the community extends far beyond the basketball court. Yow founded the Kay Yow Cancer Fund in 2007 before passing away in 2009 after her 22-year battle with breast cancer.

Coach Yow's passion and leadership served as the catalyst for Play 4Kay, the KYCF's flagship fundraising initiative. Since its inception, the Play 4Kay program has raised more than $2.6 million to support women's cancer research.

For more information or to make a donation, visit www.Play4Kay.org.