



2022 SAMPLE PSA's

2022 Messaging:

Every minute in the US a woman is diagnosed with cancer;

One Mother, One Daughter, One wife

Help us stop the clock on cancer!

One Dollar, One Drug, One Life

Today's game is about stopping the clock against ALL cancers affecting women. This year, the Kay Yow Cancer fund is bringing attention to Triple Negative Breast Cancer and it's disproportionate effects on Black women. Thank you for supporting our 2022 Play4Kay game. It was Coach Yow's vision to be a part of finding an answer in the fight against cancer. With your help, we are giving hope for a future without cancer. To donate or learn more, visit KayYow.com

PLAY4KAY:

Play4Kay is the largest fundraising initiative of the Kay Yow Cancer Fund and is most directly the vision of Coach Kay Yow. For Coach Yow it was simple, unite women's basketball in the fight against cancer, using a game on your schedule as a fundraiser benefiting the Kay Yow Cancer Fund.

Through Play4Kay, the Fund reaches programs across the country, extending hope to survivors, raising money to aid in the fight against all cancer's affecting women and serving the under-served. To date, the Kay Yow Cancer Fund has awarded \$7.78 million toward this fight.

Survivors:

Battling stage 4 cancer, Coach Kay Yow envisioned that Play4Kay games would not just raise money in the fight against all cancers affecting women, but also be a platform for survivors nationwide as they battle cancer. She saw these games as a way to encourage and to give hope. Today, we honor the courageous women in our community, and we stand with you in your fight. We are inspired by you! Your strength and courage propel us to have a quality of spirit that enables us to face difficulty without fear. You lift us up so we can lift others up. You are not alone. We are in this together.

15th Anniversary:

On December 3, 2022, the Kay Yow Cancer Fund will celebrate its 15th anniversary. Over the past 15 years, YOU have brought Coach Yow's vision of impacting the fight against all cancers affecting women to life. You have shown us what it means to be courageous, strong, and hopeful but most importantly what it means to be UNITED. As we celebrate our 15th anniversary, we are grateful for the work that has been accomplished and as we look forward to the next 15 years we are hopeful for a cancer free future. YOU ARE PLAY4KAY and together we are stronger.

2022 Play4Kay National Free Throw Challenge:

Basketball teams around the country will be participating in the Play4Kay National Free Throw Challenge benefitting the Kay Yow Cancer Fund by securing pledges for every free throw made during the month of February. Players, coaches and fans will be uniting in an effort to extend and improve the lives of women

battling cancer by raising money for research and assisting the under-served. Join your team's free throw challenge today "include your team's custom link".