



Play4Kay

2023 TALKING POINTS

Play4Kay Overview:

Since its inception in 2007, the Kay Yow Cancer Fund has awarded \$7.88 million to support scientific research and projects that serve the underserved in the fight against all cancers affecting women.

Play4Kay is the largest fundraising initiative of the Kay Yow Cancer Fund.

Olympic gold medal-winning and Naismith Hall of Fame coach, Kay Yow, was first diagnosed with breast cancer in 1987 and passed away on January 24, 2009. Coach Yow did not lose her battle to cancer. She simply turned the battle over to all of us.

Kay Yow Motto:

When life kicks you, Let it kick you forward.

We have little or no control over what happens to us in life, but we have 100% control over how we will respond.

15th Anniversary:

On December 3, 2022, the Kay Yow Cancer Fund celebrated 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. YOU ARE PLAY4KAY and together we are stronger.

The Power of One:

Every minute a woman is diagnosed with cancer.

One MOTHER. One DAUGHTER. One WIFE.

The Kay Yow Cancer Fund is working to stop the clock!

One DOLLAR. One DRUG. One LIFE.

Empowerment Tour:

The Kay Yow Cancer Fund has launched a nationwide Empowerment Tour to educate, empower, and equip the next generation. Participants will launch a ripple effect of change that will positively alter the narrative around cancer from the inside out.

TNBC Focus:

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.

2023 Play4Kay National Free Throw Challenge:

As part of the Play4Kay National Free Throw Challenge, fans have the opportunity to pledge per free throw made by their team during the month of February. To pledge, fans can find their team on the leaderboard of the free throw challenge at [KayYow.com](https://www.kayyow.com).

To Donate, visit [KayYow.com](https://www.kayyow.com)