



Play4Kay

2023 SAMPLE PSA's

2023 General 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. As a result of her own 22-year battle with cancer, it was Olympic gold medal-winning and Naismith Hall of Fame Coach Kay Yow's vision to be a part of finding an answer in the fight against cancer. You can join in the fight, and give hope to a future without cancer by donating today, visit KayYow.com to donate.

About PLAY4KAY:

Play4Kay is the largest fundraising initiative of the Kay Yow Cancer Fund and the vision of its founder Olympic gold medal-winning and Naismith Hall of Fame Coach Kay Yow. For Coach Yow it was simple, to unite people through sport in the fight against cancer. Join the fight, choose a game on your schedule to Play4Kay, fundraise for the Kay Yow Cancer Fund, and help deliver Coach Yow's vision of a future without cancer.

Through Play4Kay, the Kay Yow Cancer Fund has national impact, extending hope to survivors, raising money to aid in the fight against **all** cancers affecting women and serving the under-served. As a result of Play4Kay and your participation, the Kay Yow Cancer Fund has been able to award \$7.88M toward this fight. Your support matters. Help continue the fight and donate now, visit KayYow.com.

Survivors:

Battling stage 4 cancer, Olympic gold medal-winning and Naismith Hall of Fame Coach Kay Yow envisioned Play4Kay games would not just raise money in the fight against **all** cancers affecting women, but would serve as a platform to unite survivors nationwide as they continue the fight against 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.

2023 Play4Kay National Pledge It Campaign Challenge:

Join us this October as football teams around the country participate in the Play4Kay Pledge It Campaign Challenge. Players, coaches, and fans will unite to support the Kay Yow Cancer Fund by securing pledges for every touchdown thrown by your team during the month. Together, we can extend and improve the lives of women nationally battling cancer by raising funds for research and serving the underserved. Join [insert team name]'s and make a pledge today [If participating, include your team's link here].



Play4Kay

2023 MEDIA MESSAGING/ 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.

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.

2023 Play4Kay National Pledge It Campaign Challenge:

As part of the Play4Kay National Pledge It Campaign Challenge, fans have the opportunity to pledge per touchdown scored by their team during the month of October. To pledge, fans can find their team on the leaderboard of the 2023 Play4Kay National Pledge It Campaign Challenge at KayYow.com.