SAMPLE PA READS - BASKETBALL

General Kay Yow Cancer Fund

Cancer is personal, it doesn't discriminate.

Every minute a woman in the US is diagnosed with cancer;
Sisters, mothers, grandmothers, daughters, aunts, spouses, friends

Help us stop the clock on cancer!

Today's game is about uniting against ALL cancers affecting women. As a result of her 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.

Every dollar raised, drug developed, and program funded is in strategic service of saving and extending lives and creating better cancer outcomes.

We're louder, stronger, and unstoppable together.

Join in the fight, and give hope to a future without cancer by donating today at KayYow.com

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Speaking on 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 for survivors & thrivers nationwide as they continue to fight against cancer. She saw these games as a way to encourage and 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 louder, stronger, and unstoppable together.

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.

Through Play4Kay, the Kay Yow Cancer Fund has a national impact, extending hope to survivors & thrivers by raising money for life-saving cancer research and under-resourced programs that provide access to quality cancer healthcare.

Through Play4Kay, the Kay Yow Cancer Fund has awarded over $11.1 million towards this fight. Your support matters! Help continue the fight and donate now, visit KayYow.com

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Play4Kay PledgeIt Playoff

Join us this February as basketball teams around the country participate in the Play4Kay PledgeIt Playoff. Players, coaches, officials, and fans will unite to support the Kay Yow Cancer Fund by securing pledges. Our team is committed to securing pledges for every [INSERT TEAM STATISTIC–free throw made, assist, rebound, or

statistic of your team’s choice] during the month. Together, we can extend and improve the lives of women nationally battling cancer by raising funds for research and programs that serve the under-resourced.

Join [INSERT TEAM NAME]'s Play4Kay PledgeIt Playoff and make a pledge today! [If participating, include your team's link here].