

WBCA's "Think Pink"



What is "Think Pink"?

The WBCA began "Think Pink" in 2007 as an initiative to raise breast cancer awareness in women's basketball, on campuses and in communities. In 2007, more than 120 schools unified for this effort and helped make the inaugural year of "Think Pink" a success.

Why Get Involved?

There are several coaches currently fighting this vicious disease. Women's basketball coaches share not only a profession, but a community and it is important to pull together and support such causes as this.

How Can I Get Involved?

Start planning now. Every school develops their own plan of how they want to get involved and how far they want to reach. Some schools did something as simple as wearing pink shoestrings, and others invited breast cancer survivors to the game or even wore pink uniforms. No matter how large or small the effort, the importance comes in the awareness it creates. All coaches are asked to wear pink to the specified game.

When is "Think Pink"?

"Think Pink" Week will take place February 8 - 17. The WBCA requests that all schools select one game during this week to promote the initiative.

How Can I Get Promotional Material?

The WBCA will provide logos, flyers, breast cancer statistics, radio announcements, etc. closer to the start of the season for you to begin promotion. For further information, please contact Summer McKesson, WBCA Manager of Communications, at smckesson@wbca.org.