



For Immediate Release

Contact: Greg Stryker, Implus Footcare

### **Sof Sole Donates \$50,000 To Kay Yow/WBCA Cancer Fund®**

**ATLANTA** - The Kay Yow/WBCA Cancer Fund®, in partnership with The V Foundation for Cancer Research, has announced that Sof Sole®, an Implus Footcare brand, has joined the fight against cancer by becoming an official sponsor.

"The Kay Yow/WBCA Cancer Fund is proud to announce Sof Sole's sponsorship," said Marsha Sharp, Kay Yow/WBCA Cancer Fund executive director. "Through partnerships such as this, we can continue to get more and more people involved in helping find a cure for cancer."

The official announcement and a ceremonial check presentation of \$50,000 took place at half-time of the University of North Carolina at Chapel Hill's versus North Carolina State University women's basketball game on Sunday, February 21, 2010. This matchup was UNC's WBCA Pink Zone® game.

"It is amazing to me how Coach Kay Yow's life and the Kay Yow/WBCA Cancer Fund continue to touch others even after her passing," said Sylvia Hatchell, UNC head women's basketball coach. "Sof Sole is based in the heart of the Triangle area, and it's wonderful to see them embrace Coach Yow's legacy and look for ways to continue to make a difference in the fight against women's cancers in her honor."

Sof Sole is the newest sponsor of the Kay Yow/WBCA Cancer Fund. Others include Founding Partners GlaxoSmithKline and Nike.

#### **About Implus Footcare**

Headquartered in North Carolina's Research Triangle Park, Implus has evolved to become an innovative leader in "below the ankle" footwear and outdoor accessories. Implus' brand families include well-respected industry product names Sof Sole®, Yaktrax®, apara®, Airplus®, Sneaker Balls®, Sof Comfort®, Granger's®, Little Hotties® and Highgear®. From insoles to performance socks to shoe care to navigational tools and accessories, Implus proudly distributes in over 75,000 retail outlets across North America and in 65 countries worldwide. For more information, please call (800) 446-7587 or visit [www.implus.com](http://www.implus.com).



#### **About the Kay Yow/WBCA Cancer Fund**

The Kay Yow/WBCA Cancer Fund® is a 501 c(3) charitable organization committed to being a part of finding an answer in the fight against women's cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. Donations can be made at [www.JimmyV.org](http://www.JimmyV.org) or by calling 1-800-4JimmyV. All donations are tax deductible. For more information, visit [www.wbca.org/kayyowwbacancerfund.asp](http://www.wbca.org/kayyowwbacancerfund.asp).

#### **About The V Foundation**

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has raised more than \$80 million to fund cancer research grants nationwide. It awards 100 percent of all direct cash donations and net proceeds of events directly to cancer research and related programs. The Foundation, which has received seven consecutive top 4-star ratings from Charity Navigator, awards grants through a competitive

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awards process strictly supervised by a Scientific Review Committee. For more information on The V Foundation or to make a donation, please visit [www.jimmyv.org](http://www.jimmyv.org).

**About the WBCA**

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game as a sport for women and girls. For additional information about the WBCA, please visit [wbca.org](http://wbca.org).

**Editors Note-** Photo Caption – UNC Women's Basketball Coach Sylvia Hatchell and Marsha Sharp, Executive Director of Kay Yow/WBCA Cancer Fund accept the check from Implus CEO, Seth Richards and President Todd Vore.

--Kay Yow/WBCA Cancer Fund—