

MBCA Teams Up with the American Cancer Society for Coaches vs. Cancer

Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. The initiative was established to increase cancer awareness and promote healthy living through year-round efforts, fundraising activities and advocacy programs in support of the Society's mission to eliminate cancer.

Since its inception in 1993, high school and college coaches across the country have raised more than \$55 million to help the Society fund groundbreaking cancer research, provide up-to-date cancer information and education, advocate for public health policies that benefit the community and provide free local programs that improve quality of life for patients and their families.

The Minnesota Basketball Coaches Association is encouraging members to support the American Cancer Society by hosting and/or participating in events during MBCA Coaches vs. Cancer weeks, January 25-30 or February 1-6, 2010.

Participating in Coaches vs. Cancer is simple and fun, and teaches players and other students valuable charitable and character-building lessons as well. Many faculty, staff and students have been or will be touched by cancer at some point in their lives. Thanks to incredible strides in research, cancer prevention and treatment, we are closer than ever to conquering this disease.