

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

The Minnesota Basketball Coaches Association has selected the weeks of January 24-29 and January 30-February 5 as MBCA Coaches vs. Cancer weeks for High School basketball in Minnesota. Schools may choose dates that lie outside these two weeks if they choose to do so.

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 24-29 or January 30-February 5, 2011.

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.

All Boys Head Basketball Coaches should have received a Coaches vs. Cancer Toolkit from the American Cancer Society around the first week in October. The toolkit contains valuable information on the initiative plus it also provides ideas for creating interest in the event, facilitating the event, and promoting the event. The materials contained in the toolkit are available on the MBCA website. Watch the MBCA website for future announcements, ideas, templates, etc.

We are also seeking feedback on ideas for Coaches vs. Cancer events, that we can put on the website not only to highlight efforts but to provide ideas for others. Please send information to Tom Critchley at htcirc@earthink.net

Participating Minnesota schools and communities raised over \$100,000 to aid in the fight vs. cancer through their efforts and events in the 2009-10 season. Congratulations on a job well done but now it once again time to continue the fight against this dreaded foe.