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Contact: Rick Leddy, NABC 203-815-2437
(Ricknabc@gmail.com)

NABC Announces MILES for MYLES Initiative As Tribute and Cancer Awareness Event on Nov. 7

KANSAS CITY, Mo. (October 6, 2009) – As a tribute to **Myles Brand**, the NCAA president who died on Sept. 16 as a result of pancreatic cancer, the National Association of Basketball Coaches has created a **MILES for MYLES** initiative to be conducted on college campuses across the nation on Saturday, Nov. 7, or Sunday, Nov. 8, 2009. Partners in this initiative are the Women's Basketball Coaches Association (WBCA), the National Association of Collegiate Directors of Athletics (NACDA) and the NCAA®.

The NABC is asking that all colleges and universities across the nation, especially those from NCAA® Divisions I, II and III, participate in the MILES for MYLES event. The event is a three mile (one mile for each NCAA Division) run/walk on campus to raise awareness and funds to benefit pancreatic cancer research. All proceeds will be distributed among the NABC Coaches vs. Cancer® partnership with the American Cancer Society; the Kay Yow/WBCA Cancer Fund®; and The Myles Brand Endowed Chair for Cancer Research at the Indiana University School of Medicine.

"In developing this initiative, we were hopeful that this would be a show of solidarity for Myles as he valiantly fought cancer. We now hope that Miles for Myles will help raise funds for cancer research, but will also preserve the legacy of a man who was immensely fair, listened to all issues, and was a compassionate leader. This was someone who really cared about student athletes and their academics," said NABC Executive Director **Jim Haney**. "He had a keen interest in men's basketball and was instrumental in helping the game grow. Myles engaged our coaches and student athletes, was a great listener, and built a platform for the future."

"We encourage all colleges and universities across America to join our effort and conduct a **MILES for MYLES** event on Nov. 7," said Haney.

The NABC Plan for MILES for MYLES

What: Each college or university campus is being asked to conduct a **MILES for MYLES** three-mile run/walk event for Saturday, Nov. 7, 2009, with an alternative date of Sunday, Nov. 8, based on your campus needs. The three mile distance is representative of the three divisions of the NCAA®.

Participants: Members of athletic communities on each college/university campus including presidents, directors of athletics, faculty athletic representatives, compliance officers, athletic administrators, coaches and student-athletes in all sports. The **MILES for MYLES** event is open to anyone who wishes to participate.

Donation: A \$3 donation (\$1 for each mile) from each person participating. The funds collected will be split among three charitable funds for cancer research – NABC Coaches vs. Cancer® (American

Cancer Society®); The Kay Yow/WBCA Cancer Fund®; and The Myles Brand Endowed Chair for Cancer Research at the Indiana University School of Medicine.

Overview: An overview of the **MILES for MYLES** initiative is available at nabc.com along with a contact worksheet, an organization checklist and participation donation sheet, which you may find very helpful.

For Assistance: For additional information or if you have questions regarding **MILES for MYLES**, please email MILESforMYLES@nabc.com.

About the National Association of Basketball Coaches

Located in Kansas City, Missouri, the NABC was founded in 1927 by Forrest "Phog" Allen, the legendary basketball coach at the University of Kansas. Allen, a student of James Naismith, the inventor of basketball, organized coaches into this collective group to serve as Guardians of the Game. The NABC currently claims nearly 5,000 members consisting primarily of university and college men's basketball coaches. All members of the NABC are expected to uphold the core values of being a Guardian of the Game by bringing attention to the positive aspects of the sport of basketball and the role coaches play in the academic and athletic lives of today's student-athletes. The four core values of being a Guardian of the Game are advocacy, leadership, service and education. Additional information about the NABC, its programs and membership, can be found at www.nabc.com.