Nationwide Basketball Coaches Unite During Coaches vs. Cancer Suits And Sneakers® Awareness Week January 23-29 To Fight Cancer

Special gold sneaker laces available in memory of 8-year-old basketball fan Lacey Holsworth through Princess Lacey's Laces Shoe Carnival campaign

ATLANTA, Jan. 23, 2017 /PRNewswire-USNewswire/ -- More than 4,000 basketball coaches from across the country will forego their dress shoes in favor of sneakers to go with their suits during the annual Coaches vs. Cancer Suits And Sneakers Awareness Week, January 23-29. The event raises awareness about the importance of nutrition and physical activity in reducing cancer risk.

"Suits And Sneakers has been an important element of our Coaches vs. Cancer program since coaches first started lacing up in 1993," said Sharon Byers, chief development and marketing officer, American Cancer Society. "In 2017, for our second year running, we also proudly feature Lacey's Laces, gold shoelaces in memory of Lacey Holsworth to raise money for pediatric cancer as we continue to reach out to sports fans to help us save more lives from cancer."

As a special promotion during Suits And Sneakers Week, and continuing through the end of the college basketball season, fans will have the opportunity to purchase a specially-designed pair of gold sneaker laces online or in stores from Shoe Carnival in memory of Lacey Holsworth, an avid 8-year-old basketball fan who died of cancer in 2014. Funds raised will go to Coaches vs. Cancer and Princess Lacey's Legacy, to fight pediatric cancer.

"We are excited to continue our partnership with Shoe Carnival and Princess Lacey's Legacy," said David Doan, vice president for strategic sports alliances, American Cancer Society. "Through this special gold shoelace offer, sports fans are able to join in to the fight against pediatric cancer and support the American Cancer Society's mission to lead the fight for a world without cancer."

Princess Lacey's Laces are available in all Shoe Carnival store locations, and online at www.shoecarnival.com/lacey, while supplies last. Last year, the promotion raised more than $86,000.

Coaches vs. Cancer is a nationwide collaborative between the American Cancer Society and the National Association of Basketball Coaches. The initiative aims to increase cancer awareness, highlights the importance of nutrition and physical activity in reducing a person's cancer risk, and promotes the American Cancer Society's free programs and services available to those facing cancer.

For more information and to join coaches in the fight against cancer, visit coachesvscancer.org/suitsandsneakers.

SOURCE American Cancer Society

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