Basketball Teams Partner with American Cancer Society to Turn 3-Point Shots into Life-Saving Work Against Cancer

The Coaches vs. Cancer 3-Point Challenge lets fans compete for the most donations for every 3-pointer their team scores

ATLANTA, Jan. 30, 2017 /PRNewswire-USNewswire/ -- Making 3-point shots this basketball season takes on even more meaning this year as college and high school teams across the nation square off to fight cancer as part of the American Cancer Society's Coaches vs. Cancer 3-Point Challenge.

The Coaches vs. Cancer 3-Point Challenge allows the more than 200 college and high school basketball teams nationwide to use their spotlight on the court to raise money and awareness against cancer. Fans can pledge a donation for each 3-point shot their favorite team makes during February to support American Cancer Society research, education and patient programs.

The program is a key element of the American Cancer Society's new focus on bolstering its presence in the sports arena under the leadership of Sharon Byers, who successfully managed top-tier sports and entertainment marketing partnerships during her 25-year career with Coca-Cola.

"Sports fans are passionate, and through initiatives like this one, we are channeling that passion into fun, yet meaningful, ways to help save lives from cancer," Byers said. "With these schools and the many other sports partners who support our work, we're revolutionizing how the American Cancer Society teams up with partners to make a real difference for real people every day."

The 3-Point Challenge will pit teams against rival schools to raise the most funds, as fans follow the leaderboard on http://www.3pointchallenge.org to see who will become the 3-Point Challenge Champion.

"The 3-Point Challenge gives basketball fans the chance to support their teams and compete against their rivals, while fundraising for a great cause," said David Doan, vice president for strategic sports alliances, American Cancer Society. "We are excited to relaunch a fundraising program that started it all, now in the digital space, while staying true to what drives sports fans – competition."

More than 20 years ago, former University of Missouri head basketball coach Norm Stewart provided the vision and inspiration for Coaches vs. Cancer. A cancer survivor and National Association of Basketball Coaches member, he challenged fans to pledge a dollar amount for each 3-point shot his team made during the season. This 3-Point Attack concept evolved into the nationwide effort uniting coaches, fans, players, and communities in the fight against cancer, and is now known as, the 3-Point Challenge. To learn more about Coaches vs. Cancer, visit coachesvscancer.org.

About Coaches vs. Cancer
Coaches vs. Cancer is a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. This initiative leverages the personal experiences, community leadership, and professional excellence of coaches nationwide to increase cancer awareness and promote healthy living through year-round awareness efforts, fundraising activities, and advocacy programs. Since 1993, coaches have raised more than $100 million for the American Cancer Society.

SOURCE American Cancer Society

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