NABC, American Cancer Society Extend Coaches vs. Cancer Partnership

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KANSAS CITY, Mo. – The National Association of Basketball Coaches and the American Cancer Society have extended a partnership to continue the two organizations' widely celebrated collaboration on the Coaches vs. Cancer program.

Coaches vs. Cancer is a nationwide initiative between the NABC and the American Cancer Society that leverages the leadership of basketball coaches to advance the American Cancer Society's mission to end cancer as we know it, for everyone.

Since its launch in 1993 by longtime Missouri coach and cancer survivor Norm Stewart, Coaches vs. Cancer has raised more than $167 million to advance cancer research, provide patient support, and advocate for those affected by the disease. Each year, coaches across all levels of basketball engage with Coaches vs. Cancer by hosting fundraising events, visiting patients and their families at American Cancer Society Hope Lodge facilities, and increasing awareness during the signature Suits And Sneakers Week, among many other efforts.

"Basketball coaches have an influential platform, and there's no more impactful way to use that platform than by advancing the life-saving work of Coaches vs. Cancer," said NABC Executive Director Craig Robinson. "The NABC is grateful for our 30-plus years of partnership with the American Cancer Society, and we are eager to continue uniting our sport behind this common cause for many more years to come."

"Working with the NABC to unite coaches and fans in supporting our work plays an important role in helping us provide the support people with cancer need," said Dr. Arif Kamal, chief patient officer for the American Cancer Society. "Along with providing funding to support the lodging and transportation people need during cancer treatment, the partnership broadens our reach in encouraging more fans to get screened to catch cancer early when it may be easier to treat."

This season's Coaches vs. Cancer Suits and Sneakers Week is set for Jan. 27-Feb. 2, 2025. More information on the Coaches vs. Cancer program can be found at coaches.cancer.org and nabc.com/cvc.

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About the NABC

The National Association of Basketball Coaches is a professional development and advocacy organization serving over 5,000 members in collegiate, scholastic and youth basketball. The NABC was founded in 1927 by Phog Allen, the legendary University of Kansas coach and student of James Naismith, the inventor of basketball. The NABC works to advance all levels of basketball and further the interests of the coaches and players who participate in the sport. NABC members are Guardians of the Game, upholding the core values of leadership, advocacy, service, education, and inclusion. For more information about the NABC, visit nabc.com.

About The American Cancer Society

The American Cancer Society is a leading cancer-fighting organization with a vision to end cancer as we know it, for everyone. For more than 110 years, we have been improving the lives of people with cancer and their families as the only organization combating cancer through advocacy, research, and patient support. We are committed to ensuring everyone has an opportunity to prevent, detect, treat, and survive cancer. To learn more, visit cancer.org or call our 24/7 helpline at 1-800-227-2345. Connect with us on Facebook, X, and Instagram.

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