10th Annual Suits and Sneakers Weekend on January 25-27, 2013

ATLANTA— January 22, 2013— From January 25-27, over 4,000 college and high school basketball coaches across the United States will be making much more than just a fashion statement when they sport tennis shoes with their suits during the 10th annual Suits and Sneakers weekend. The event unites coaches, fans, players, corporate partners, and media to fight cancer and provide hope to all people facing the disease.

"The Coaches vs. Cancer program turns 20 this year, and in just two decades, high school and college basketball coaches have helped raise more than $85 million for the American Cancer Society. What an amazing accomplishment…and proof that coaches can really make a difference in the fight against cancer," said Gary M. Reedy, volunteer chair of the board for the Society. "In May, the American Cancer Society will celebrate its 100th birthday. Thanks in part to the progress and support of programs like Suits and Sneakers, nearly 14 million cancer survivors will celebrate another birthday."

Suits and Sneakers weekend is an annual event coordinated by the Coaches vs. Cancer program, a nationwide collaboration between the American Cancer Society and the National Association of Basketball Coaches. Wearing sneakers is a simple way to spotlight the fact that cancer is the second most common cause of death in the United States --- exceeded only by heart disease, accounting for nearly 1 of every 4 deaths -- and remind people about all the ways they can reduce their risk of cancer; like eating right, exercising, making healthy lifestyle choices and following the Society's recommended cancer screening guidelines.

"Finding a cure for cancer is one of the greatest victories one could ever hope to be a part of," said Saint Joseph's University Coach and Coaches vs. Cancer Council Chair Phil Martelli. If wearing sneakers with my suit will help remind people about this important message, it's the least I can do."

The Coaches vs. Cancer Suits and Sneakers awareness weekend isn't just for coaches. Everyone can get involved through the Suits and Sneakers Challenge, which engages companies and basketball fans throughout the nation. As an extension of the weekend, corporations and organizations are encouraged to participate in the challenge by hosting a Wear Your Sneakers to Work Day.

Fans can also support the fight against cancer - no matter where they live or work – by texting "COACH" to 20222. Every time fans text from January 21 through April 9, they'll be entered for a chance to win exclusive basketball experiences like watching the 2013 Coaches vs. Cancer Classic courtside or autographed gear from top coaches like Wisconsin's Bo Ryan, Gonzaga's Mark Few and Stanford's Johnny Dawkins.

Since 1993, participating coaches have helped raise more than $85 million for the American Cancer Society's lifesaving work. Coaches also lend their voices and leadership to fight back with lawmakers to make this world a healthier place to live. Visit coachesvscancer.org or "like" Coaches vs. Cancer on Facebook for the most up-to-date information about Suits and Sneakers. For more information, click here for the multimedia news release.

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About the American Cancer Society
The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end cancer for good. As a global grassroots force of three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping you stay well by preventing cancer or detecting it early, helping you get well by being there for you during and after a diagnosis, by finding cures through groundbreaking discovery and fighting back through public policy. As the nation's largest non-governmental investor in cancer research, contributing more than $3.8 billion, we turn what we know about cancer into what we do. As a result, an estimated 13.7 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

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 nabc.org.