

NEWS RELEASE

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University of Saint Mary Women's Basketball Team Wears Pink Uniforms to Promote Breast Cancer Awareness

Thursday, Feb. 7 and Saturday, Feb. 16

(Leavenworth, Kan.)— The fans weren't the only ones shocked when the University of Saint Mary Lady Spires basketball team took the court in all-pink uniforms for its game against Bethany College Feb. 7 at Ryan Sports Center. The Lady Spires didn't find out about the switch from their traditional blue and gold game uniforms to these special uniforms until 30 minutes before the game.

"After warm ups, we went back in the locker room, and it was like an explosion of pink," said senior guard Jamie Mireles. "After the initial shock, we loved them."

The surprise, by women's basketball coach Mike Basler, kicks off "Think Pink," a breast cancer awareness campaign by the Women's Basketball Coaches Association (WBCA). This year's "Think Pink" campaign is from Feb. 8 through Feb. 17. The Lady Spires won the game 79-60.

The team will also wear the uniforms for the home game at 5 p.m. on Saturday, Feb. 16, against Friends University.

The WBCA began "Think Pink" in 2007 as an initiative to raise breast cancer awareness in women's basketball, on campuses and in communities. In 2007, more than 120 schools unified for this effort and helped make the inaugural year of the "Think Pink" a success.

While many teams are simply wearing pink shoe laces or pink ribbons, USM bought pink uniforms from Russell Athletic after the company paired with the WBCA to offer uniforms to teams at cost. The team played an extra exhibition game in December to raise funds for the uniforms.

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