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### **GWU Basketball Coaches Support Cancer Awareness, Research Organization**


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# GWU Basketball Coaches Support Cancer Awareness, Research Organization

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Office of University Communications

June 27, 2014

## *Pair Participates in #Chillin4Charity Challenge for Kay Yow Cancer Fund*

BOILING SPRINGS, N.C.—Gardner-Webb University women’s basketball coaches helped raise breast cancer awareness and research funding in a unique way this week.

GWU Head Coach Rick Reeves and Assistant Coach Dominique Hudson participated in #Chillin4Charity, in which coaches challenge their peers to raise money for the Kay Yow Cancer Fund and take an ice shower to support the organization.

Coaches have 48 hours to answer the challenge. If they fail to take the challenge, head coaches owe the Kay Yow Cancer Fund \$250 and assistant coaches owe \$100. Coaches who successfully participate owe \$50 and \$25 respectively. All proceeds go to the cancer fund.

Check out video of Gardner-Webb’s #Chillin4Charity participants [here](#).

The Kay Yow Cancer Fund is a nonprofit organization committed to being a part of finding an answer in the fight against women’s cancers through raising money for scientific research, assisting the underserved and unifying people for a common cause. The fund is named for former N.C. State University Head Women’s Basketball Coach Kay Yow, who passed away in 2009 after three battles with breast cancer.

*Located in Boiling Springs, N.C., Gardner-Webb University’s purpose is to advance the Kingdom of God through Christian higher education by preparing graduates for professional and personal success, instilling in them a deep commitment to service and leadership, and equipping them for well-rounded lives of lasting impact, Pro Deo et Humanitate (For God and Humanity).*