



Play 4Kay High School/ Middle School Incentive-Based Campaign

50/50 Campaign HS/MS commitment:

1. Register on Play4Kay.org
2. In-game/venue acknowledgement of the Kay Yow Cancer Fund
3. Have a survivor component
4. Raise \$1,200 per team
5. Donate all monies raised to the Kay Yow Cancer Fund
6. Meet the 50% threshold goal in your state

Kay Yow Cancer Fund commitment:

1. (20) Kay Yow commemorative items given to each team that reaches the \$1,200 goal
2. Award monetary grant back into the state if 50% statewide goal is met

For Example: If the total number of high schools in a state is 500, 50% participation equals 250 high schools. If each high school contributes \$1,200 to the Fund, that results in \$300,000 from that state for the Kay Yow Cancer Fund. In return, the Kay Yow Cancer Fund awards \$150,000 back into the state to be used for women's cancer research or serving the underserved.