MT hosts annual Play 4Kay/Power of Pink game Sunday

Several activities planned for game versus Troy

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MURFREESBORO, Tenn. - Sunday's Middle Tennessee women's basketball game is the annual Play 4Kay / Power of Pink game. The Blue Raiders host Troy in a 2 p.m. showdown at the Murphy Center.

The MT Athletic Department and Middle Tennessee Medical Center have partnered together to increase awareness about breast cancer that affects thousands each year. Information and donations will be available on the track level. Anyone who donates will receive a free t-shirt.

The Blue Raider team will wear pink Nike uniforms. Uniforms for seniors Icelyn Elie, Kortni Jones and Dymon Raynor will be auctioned off immediately following the game. All proceeds will benefit cancer research.

All fans are encouraged to wear pink to commemorate the annual event. For tickets click here or call the Blue Raider ticket office at 1-888-YES-MTSU.

The 2013 Play 4Kay initiative (formerly known as WBCA Pink Zone) is an opportunity for a nation of basketball coaches to raise breast cancer awareness and funds for research on the court, across campuses, in communities and beyond.

Since its inception in 2007, the Play 4Kay initiative has raised over $2 million to support women's cancer research. The Kay Yow Cancer Fund is the official charity of the initiative.

The Power of Pink begun seven years ago to provide financial support for the MTMC and Saint Thomas Health Mission in Motion mobile mammography, mammograms for indigent women in Rutherford and the surrounding counties, and breast cancer education and information.

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