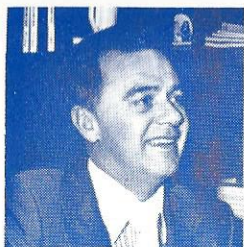


Wilson

WBL OFFICIAL BASKETBALL



League Personnel



Bill Byrne
President



Dave Almstead
Marketing Director



Tim Koelble
Public Relations Director



Jane Rath
Administrations



Frank Cunningham
International Exchange



Curly Morrison
Television-Radio



Mare Cunningham
Assistant



Christy McCoy
Assistant



Jim McNamee
Assistant

WHY THE WOMEN'S PROFESSIONAL BASKETBALL LEAGUE?

The thought of girls in athletics is not quite as disturbing to society these days as it was in the past. The traditional list of household heroes such as Babe Ruth, Bruce Jenner, Arnold Palmer and Jimmy Connors has grown to include newcomers Chris Evert, Billie Jean King and Nadia Comaneci.

It is starting to realize that in the 1970s, girls' athletics has grown more than 433 per cent nationwide. Never in the history of the American educational system has any program multiplied by such proportions.

Numerous factors have contributed to this growth.

First, expanded media coverage has encouraged a more favorable attitude toward participation of women in athletics. Newspaper space and TV time slots that were once solely used to cover boys' athletics are now being used to cover girls' interscholastic competition. The once sacred pep rally for the boys' basketball team is used to bring school recognition to girls as well.

Second, many major colleges and universities are now giving women the opportunity to continue their athletic pursuits by offering scholarships and financial aid on the basis of athletic ability. Ten years ago, this practice was unheard of.

Finally, and most important of all, consider what the schools themselves have done since 1970 to promote girls sports. They deserve the credit for the "boom" in girls' sports. School districts not only provided and funded programs, but they also found qualified coaches for these programs. New athletic facilities have been constructed in many school districts to meet the needs of the expanding sports programs.

In 1970 there were fewer than 15,000 high school interscholastic programs for girls. Within five years this number quadrupled to more than 60,000. Since the inception of Title IX in 1972, girls' interscholastic athletics has increased remarkably.

Here are the facts on the growth of women's basketball:

** In 1970, there were fewer than 300,000 female participants in interscholastic athletics.*

** In 1972, the year Congress passed Title IX to prohibit sex discrimination in federally funded education programs, there were nearly 800,000 female participants — an increase of 165 per cent over 1970.*

** 1974, when HEW released its preliminary regulations to enforce Title IX and included athletics in the coverage, there were already 1,350,000 female participants — a 62 per cent increase over 1972.*

** Today there are more than 3,100,000 members on the high school level alone. In addition, on the college and university level, there are 882 schools conducting an organized interscholastic level basketball program for over 17,000 female players. The A.A.U. program has hundreds of female basketball teams and coaches throughout the United States. In all there is a total participation in excess of four million.*

With such a tremendous "feeder" system it is only logical that the nation should have a professional basketball league for women.

WOMEN'S PRO BASKETBALL IS ON THE MOVE!!

HOOP IT UP!

We've been working with the leading sporting goods manufacturers to produce WBL products on the market. The WBL Properties Division has been established under the direction of Dave Almstead and Curly Morrison.

The WBL is negotiating with several network and independent TV-Radio companies in an effort to establish this factor for the first season.

Following the completion of the regular season, the WBL will undertake a big post-season tour. The champion and an All-Star team will travel to countries such as Central and South America as well as Europe. It is also being worked that the U.S. would entertain such stars from abroad.

It all begins in mid-December when the 12 WBL members begin a 34 game schedule. Division teams clash 18 times and they battle the "outside" divisional rivals a total of 16 times. Two teams from each of the three divisions will qualify for the playoffs.

NATIONAL HEADQUARTERS...

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AFTER COLLEGE, BOUNCE ON OVER...



Women players, of potential professional quality, are all over the nation. National Scouting Assn., a seven-year-old firm, is working with the WBL in scouting the best collegiate, AAU and international players for the player draft which will be held in July in New York.

For the initial years, we envision the majority of players coming from the college and AAU ranks; teams which have been playing organized basketball for years on a national scale.

Today, names like KAREN LOGAN, who defeated Jerry West on national TV; CAROL BLAZEJOWSKI, the Wade Trophy winner as the top collegian; tiny, 4-11 DEBBIE BROCK of Delta State; Wichita State's MARGARET KEELEY and her school scoring record; all-around star ANN MEYERS of UCLA; plus more and more college and AAU stars from 1977-78 and the past will be in WBL uniforms.

From Seattle to Miami, and New York to Los Angeles, the top women basketball players will be battling for professional supremacy.

Women finally have a goal to reach as they complete college. Who'll win the first title? Who'll be All-Pro? Who will be the scoring leader? All those and more will be answered in the first WBL season!