



2014 Team Plans for Breast Cancer Awareness Month

Arizona Cardinals



The Cardinals will recognize BCA month through a variety of activities including sponsoring an annual high school 'Pink Game,' and having players host and cook dinner for survivors at a local restaurant. Fans attending the Oct. 12 game against the Redskins will see the pink theme along the sidelines, as well as during the cheerleaders halftime performance with 75 survivors, and the unfurling of a 75-foot-long BCA Pink Ribbon.

Atlanta Falcons



The Falcons will host the sixth-annual Dazzle & Dine event on Oct. 7. During this event, the Falcons will treat five breast cancer survivors to a day of pampering and a night of fine dining with Falcons players. During the Falcons BCA game, the cheerleaders and Freddie Falcon will dress in pink uniforms and Dazzle & Dine winners will be honored in a pregame ceremony. A large pink ribbon will be held by breast cancer survivors during the Anthem.

Baltimore Ravens



The Ravens will host an on-field survivor tribute prior to kickoff on Oct. 19 and will distribute more than 50,000 pink ribbons to fans as they enter the stadium. As part of the NFL's Crucial Catch Grant Program, the Ravens, in conjunction with the American Cancer Society and MedStar Breast and Cervical Cancer Program, will conduct screenings for underinsured or uninsured women aged 40-65 in Baltimore City on Oct. 25.

Buffalo Bills



On Oct. 10, the annual Billie event will illuminate Niagara Falls pink and will feature a 'living ribbon' across the Rainbow Bridge, uniting the United States and Canada in their mission to defeat breast cancer. On Oct. 12, the Bills will continue to celebrate survivorship by hosting 50 breast cancer survivors on field to form Stampede Row. ECMC Lifeline Foundation's Mobile Mammography Coach will also host a special screening day on Oct. 25.

Carolina Panthers



During the Crucial Catch game on Oct. 5, the Panthers will host 12 breast cancer survivors and their guests in a luxury suite. Prior to kickoff, two large pink BCA ribbons will be held on-field by 70 PSL owners and their guests with ties to breast cancer. A breast cancer survivor will lead the team out of the tunnel while running with a pink flag. Zeta Tau Alpha (ZTA) volunteers will distribute 73,000 pink ribbons to fans before the game.



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Chicago Bears



The Bears are conducting their annual “Real Bears Fans Wear Pink” campaign, with proceeds benefitting organizations that provide care and support to breast cancer patients and their families. This year’s campaign began with a kickoff luncheon attended by 40 survivors from 13 organizations that were awarded grants totaling \$170,000 in 2013. BCA month will be recognized during the game on Oct. 19, when ZTA will distribute pink ribbon pins to fans and survivors will help hold the Bear Down Flag on-field prior to kick-off.

Cincinnati Bengals



The Bengals will honor BCA month during their Oct. 12 game. In the pre-game fan zone area, “The Jungle Zone”, there will be a Women’s Services Van with volunteers distributing information, courtesy of TriHealth. The Bengals will recognize survivors and caregivers at the game with an oversized pink ribbon presentation. Members of ZTA will be distributing pink ribbons to fans attending the game as part of their Think Pink program.

Cleveland Browns



Browns players will visit the Seidman Cancer Center at University Hospitals to meet families and individuals who have been impacted by breast cancer. The Browns will also recognize survivors during their home game on Oct. 12. Members of the ZTA will pass out pink ribbons to fans as they enter the stadium for the game. The Browns and American Cancer Society have also teamed up to reach out to northeast Ohio high school football teams to support and encourage their efforts to raise funds and awareness.

Dallas Cowboys



The Cowboys will host their Breast Cancer Awareness game on Oct. 5 when they play host to the Houston Texans. Ambassador Nancy G. Brinker, founder of Susan G. Komen for the Cure, will be on hand to recognize the more than 250 survivors and co-survivors set to participate in the team's pink halftime show. Reliant Energy, a Cowboys partner, will also hand out 40,000 pink rally towels to fans as they enter the game.

Denver Broncos



On Oct. 5, the Broncos will recognize 100 breast cancer survivors, starting with a special pre-game pink champagne brunch in their honor. Survivors will then be recognized on field at half time in a special choreographed program with Broncos cheerleaders. A donation of \$10,000 will be given to Susan G. Komen Colorado.



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Detroit Lions



Oct. 5 is the Lions official A Crucial Catch game. The day will include pregame activities for survivors including a VIP brunch, pregame yoga stretch, opportunities to participate in the Fan Tunnel and display a breast cancer awareness flag on the field before the game. On Oct. 11, Lions and the Detroit Lions Women's Association will serve as Survivor Tent Sponsors at the 2014 Making Strides Against Breast Cancer walk in Detroit.

Green Bay Packers



The Packers will recognize BCA month on Oct. 2 at Lambeau Field. Breast cancer survivors will be on the field making up the gauntlet for players to run through during introductions and survivors will be holding a large pink ribbon on the field during the Anthem. Cornerback Tramon Williams and his wife Shantrell, along with the Packers Women's Association will coordinate a powder puff football game on Tuesday, October 14, with all proceeds benefitting the American Cancer Society.

Houston Texans



The Oct. 9 Texans Game vs the Colts will be Pink Ribbon Day presented by Kroger at NRG Stadium. Fans that have been affected by breast cancer will be holding the Texas flag, an all-women's choir will sing the Anthem and Texans staff members affected by breast cancer will be the coin toss captains. Leading up to the game, the Texans will have a 300-person strong team walking in the Houston Susan G. Komen Race.

Indianapolis Colts



In addition to turning Indianapolis' downtown canal pink, the Colts are dedicating their Oct. 5 game to BCA month and will include several game day activities to recognize survivors and engage fans in this important cause. For a third year in a row, the Colts are excited to host the "Pamper Her Pink" program, sponsored by Tyler Mason Salon & Spa, to provide a day of pampering for 10 women who are currently battling, or have survived, breast cancer.

Jacksonville Jaguars



A local ZTA chapter will be handing out pink ribbons at the gates as fans enter. The Jaguars will have local breast cancer survivors hold the field flag and large pink ribbon flag during the National Anthem. The SOCOM Parachute team will jump into the stadium with pink smog and possible pink Jaguars flag at halftime.



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Kansas City Chiefs



The Chiefs and their wide receivers will join the University of Kansas Hospital along with the American Cancer Society to host the second annual Look Good Feel Better session for individuals fighting cancer on Oct. 14. On Oct. 26, the Chiefs will invite 100 breast cancer survivors and honorees to participate in various on-field pregame festivities and recognitions. The team will also recognize an honoree who is a breast cancer survivor, caregiver or has furthered the cause of breast cancer awareness at this game.

Miami Dolphins



The Dolphins BCA game will take place on Oct. 12. During the game, the team will recognize more than 100 survivors from South Florida, in addition to having BCA supporters participate in a halftime show. On their plaza, ZTA will distribute co-branded Susan G. Komen and ZTA awareness postcards and the Miami Dolphins Women's Organization will host a BCA silent auction to benefit the foundation.

Minnesota Vikings



The Vikings wives will pass out ZTA pink ribbons before their Oct. 12 Lions game. On Oct. 14, the Vikings will partner with the American Cancer Society to host a luncheon for breast cancer survivors and their caregivers. Several current and alumni players will be in attendance.

New England Patriots



The Kraft family and the Patriots will have more than 100 breast cancer survivors and their caregivers take part in the pregame ceremonies on Oct. 5. The game will also feature a \$50,000 check presentation from the Kraft family and New England Patriots Charitable Foundation to support the American Cancer Society and breast cancer screenings at the Community Health Center of Franklin County.

New Orleans Saints



Saints players will visit the chemo ward at Ochsner Health System to distribute Saints/Ochsner BCA items to all patients. At their Oct. 5 BCA game, team partner Ochsner Health System will recognize breast cancer survivors during a pre-game presentation as part of the Ochsner Heroes program while a select group of Ochsner oncologists will be part of a special presentation as well. One-hundred Ochsner BCA volunteers along with breast cancer survivors will be part of the Saints flag unfurling crew.



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New York Giants



The Giants will be hosting their 16th Annual BCA Day on Oct. 5. Prior to the game, they will invite 25 breast cancer survivors to a Breast Cancer Survivor Spa Day. When they arrive, the Giants will surprise them with a luncheon, spa service and four game tickets. In addition, the Giants have invited season ticket holders who are survivors to form a gauntlet on field during pre-game. ZTA will be on hand pre game to distribute pink ribbons and will assist with giveaways and collection donation in parking lots.

New York Jets



The Atlantic Health Jets Women's Organization (AHJWO) will participate in the American Cancer Society's Making Strides Against Breast Cancer Walk on October 19. The AHJWO has raised more than \$50,000 over the last four years. Volunteers from ZTA sorority will distribute education cards and pink ribbons at the Jets game.

Oakland Raiders



The Raiders BCA game is Oct. 12 against the Chargers. The Raiders will also host a Pamper Her Pink event at their training facility in Alameda, CA on Oct. 7, where current breast cancer patients will participate in the American Cancer Society's Look Good, Feel Better program. The day will include a dinner, player interaction with the women, and a tour of the Raiders practice facility.

Philadelphia Eagles



Prior to kickoff on Oct. 5, breast cancer survivors will line the Eagles inflatable tunnel alongside cheerleaders with their own pink pom-poms, a skywriter will create a pink ribbon above Lincoln Financial Field and survivors, along with other Eagles fans will help to create the image of a ribbon in one of the stadium's seating sections by wearing pink shirts and sitting in seats that will be painted pink.

Pittsburgh Steelers



The Steelers will once again take part in a healthy cooking class for breast cancer patients and survivors. Players will help prepare the food and then serve it to the patients. The Steelers will have their BCA game on Oct. 20 and will again honor breast cancer survivors from American Cancer Society and UPMC Magee Women's Hospital on the field during their pregame festivities. Ford and UPMC are the co-sponsors of the game and will be providing a pink Terrible Towel for all fans in attendance. Proceeds from pink Steelers merchandise will again benefit local breast cancer charities.



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San Diego Chargers



The Chargers will kick-off their annual BCA month activities by hosting a free mobile mammography event in the parking lot at Qualcomm Stadium on Oct. 2. This event will provide up to 100 free mammograms for women over 40, as well as information and additional sign-ups for more women that following week. The Chargers BCA game is Oct. 5, and the team will welcome 35 breast cancer survivors to the field to participate in pre-game activities including forming a human pink ribbon for the Anthem.

San Francisco 49ers



The 49ers will kick off BCA month by saluting the strength of survivors and women currently battling breast cancer with an afternoon of pampering and relaxation on Sept. 30. On Oct. 5, the 49ers will honor breast cancer warriors with pregame and halftime ceremonies celebrating 200 survivors and those still fighting breast cancer. In an effort to spread awareness and the importance of early detection, a PSA featuring women talking about their battles will lead into a special montage of the BCA team getting ready for “their game”—their battle against cancer—and demonstrating their will to win.

Seattle Seahawks



The Seahawks will recognize BCA month on Oct. 12. The Sea Gals will honor local survivors during a halftime celebration featuring local high school dance teams. Representatives from ZTA, Puget Sound affiliate of Susan G. Komen and the American Red Cross will have booths in Touchdown City to share information. On Oct. 11, the Seahawks Women’s Association will host a Football 101/201 Clinic, with proceeds benefitting Cierra Sisters, an African-American breast cancer survivor and support organization committed to break the cycle of fear and increase knowledge.

St. Louis Rams



The Rams will recognize BCA during their game on Oct. 20. During player introductions, 50 women who have fought or are currently fighting breast cancer will form a “survivor tunnel” which the players will run through. At halftime, the Rams cheerleaders will join with Rams alumni cheerleaders and Rams junior cheerleaders for a special “Cheer for a Cure” performance. The team has also pledged an additional \$1,000 to American Cancer Society for every Rams’ reception during the game.

Tampa Bay Buccaneers



On Oct. 12, the second annual Tampa Bay Buccaneers Treasure Chests 5K Run/Walk and Corporate Challenge charity race will take place at Raymond James Stadium prior to the game. A selection of military members battling breast cancer will enjoy the game from the Buccaneers Salute to Service Suite, and more than 300 breast cancer survivors, patients and caretakers will view the game from the players’ Front Row Fans sections. “Additionally, on October 25, the NFL and Moffitt Cancer Centers will host a breast cancer screening event open to the public.”



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Tennessee Titans



The Titans are supporting October's National BCA Month at their Oct. 5 game. The Titans are also partnering with Saint Thomas Health and honoring 12 male and female breast cancer survivors on-field as part of the pre-game ceremonies. The ZTA Nashville Alumnae Chapter will be handing out pink ribbons to all fans. All 69,000 fans attending will receive pink hand-fans displaying the breast cancer ribbon decal.

Washington Redskins



On Oct. 1, the Redskins and the American Cancer Society will host the seventh annual All-Star Survivors Celebration, an evening of pampering for 31 area women currently battling breast cancer. Fans attending the Redskins game on Oct. 6 will be welcomed by Tanya Snyder, wife of Redskins owner Dan Snyder and NFL BCA Spokesperson, and hundreds of ZTA members distributing THINK-PINK! ribbons and BCA educational materials. The Redskins will also "pink out" all of the team's social platforms and install a map feature on WOWRedskins.com to promote breast cancer awareness and early detection by allowing women to search for a breast cancer screening center closest to them.