



## 2016 Team Plans for Breast Cancer Awareness Month

### Arizona Cardinals



On Oct. 7, the Cardinals are sponsoring their 10<sup>th</sup> annual High School “Pink Game” by supplying two local high schools with pink gear. Both teams’ coaches will be provided with BCA hats to use during the game. Cardinals players, mascot Big Red, Cardinals Cheerleaders, and NICOLE BIDWELL will join Breast Cancer survivors from both schools at halftime for a special presentation. On Oct. 10, the team will host a special dinner with players and survivors from both high schools along with guests of Cigna. The Cardinals will team up with the Zeta Tau Alpha Foundation to hand out BCA ribbons to fans at their BCA game on Oct. 17. One-hundred and seventy-five breast cancer survivors and US Military volunteers will assist with the unfurling of the American flag during the National Anthem prior to the start of the game. The halftime will feature A Crucial Catch “Pink Ribbon” salute by the Arizona Cardinals Cheerleaders and special guests. On Oct. 22, the Cardinals Cheerleaders will lead a “walk team” to raise money at this year’s Making Strides Against Breast Cancer Walk at Tempe Beach Park. On Oct. 25, the Cardinals will team up with the American Cancer Society to host “A Crucial Catch Breast Cancer Screening” at Sun Life Family Health Center in Casa Grande, AZ.

### Atlanta Falcons



The Falcons will host the second annual Breast Cancer Awareness Week presented by Northside Hospital dedicated to honoring breast cancer survivors and patients currently undergoing treatments. The week will kick off with the Falcons BCA game on Sunday, Oct. 23 featuring pink field elements and pregame and halftime ceremonies honoring breast cancer fighters and survivors. The week will continue through Friday, Oct. 28 with various events such as hospital and support group visits, the Atlanta Falcons 8th Annual Dazzle and Dine, a youth football clinic with pink gear donation and a high school football BCA game.

### Baltimore Ravens



On Oct. 9, the Ravens will host an on-field survivor tribute prior to kickoff and distribute more than 50,000 pink ribbons to fans as they enter the stadium. The team will host a special Ravens “Sip & Paint” night at M&T Bank Stadium on Oct. 10 for women who are breast cancer survivors or undergoing treatment. On Oct. 16, “Team Purple”, comprised of Ravens fans, wives and staff members will participate in the Making Strides Against Breast Cancer Walk. The Ravens RISE will feature the BCA High School Game of the Week on Oct. 21 and then participate in A Crucial Catch Day on Oct. 25 at Family Health Centers of Baltimore.



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### Buffalo Bills



On Oct. 14, the Bills will host 40 breast cancer survivors at New Era Field for a visit which will include preparing the field for a pink-themed game day, meeting with the team after practice, and each guest receiving their own game day locker. That same evening, the Bills and ECMC will host the annual Billie event to raise breast cancer awareness and funds for the ECMC Foundation's Mobile Mammography Coach. At the Bills BCA game on Oct. 16, survivors will form Stampede Row to welcome players to the field, ZTA will distribute pink ribbons, and a breast cancer survivor will deliver the game ball.

### Carolina Panthers



Throughout October, the Panthers will partner with the American Cancer Society to bring the A Crucial Catch experience to local high schools through the High School A Crucial Catch fundraising program, benefitting the CHANGE Grant program. The team has also partnered with Belk to sponsor a "Pounding for Pink" race team for the annual Susan G. Komen Race for the Cure on Oct. 1. During the Panthers BCA game on Oct. 10, Carolina will host 10 breast cancer survivors and their guests in a suite. Zeta Tau Alpha volunteers will distribute 73,000 pink ribbons to fans before the game. A national recording artist with ties to breast cancer will perform at halftime. The performer will be flanked by two large pink banners held by breast cancer survivors or those affected by the disease.

### Chicago Bears



At the Bears BCA game on Oct 16, the National Anthem will be sung by Sing to Live, a chorus comprised of breast cancer patients and family members. The Bears Share program will provide approximately 20 breast cancer survivors with the opportunity to attend the game as their guests and participate in the pre-game Bear Down flag ceremony. Bears flag runners will carry pink flags as they lead the team from the tunnel before the game and wear the "Real Bears Fans Wear Pink" shirts. Bears Care and partner NorthShore University HealthSystem will make the 2016 Real Bears Fans Wear Pink shirt available to fans at Soldier Field on Oct. 2 and Oct. 16 and throughout the month of October to promote breast cancer awareness and continue to raise funds to support women and men battling this disease. Bears partner, Jewel-Osco, will promote breast cancer awareness in stores and by collecting donations to the Real Bears Fans Wear Pink campaign from shoppers and Bears-branded pink canisters.

### Cincinnati Bengals



At the Bengals BCA game on Oct. 23, team partner, TriHealth, will distribute information at their Women's Services Van in the pre-game Jungle Zone area and provide pink scarves to women as they enter the game. Over 100 members of the Zeta Tau Alpha will be distributing pink ribbons to fans as part of their Think Pink Program. The Bengals will recognize survivors and caregivers during pre-game ceremonies with the unveiling of an oversized pink ribbon on the field, as well as a presentation honoring the Marvin Lewis Community Fund Pink Football Award Winner.



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### Cleveland Browns



The Cleveland Browns will focus on Breast Cancer Awareness in the month of October with continued support for the American Cancer Society and the A Crucial Catch platform through their signature First and Ten movement. Browns players will visit University Hospitals Seidman Cancer Center on Oct. 4 to visit with patients currently receiving treatment for breast cancer. At the Browns' BCA game on Oct. 9, survivors will be recognized on field and present the pink ribbon flag. There will also be a special game day moment for the Dawg Pound with the unveiling of two custom banners displaying names to honor Browns fans affected by breast cancer. Additionally, the First and Ten Coin Toss Captain of the game, and breast cancer survivor, ERNIE GREEN, will be honored for his support for giving back to those affected by breast cancer and as an alumni of the Cleveland Browns (part of the Browns 1964 championship team). ZTA volunteers will distribute pink ribbons to fans entering for the game while FirstEnergy Stadium will be lit pink throughout the month of October. The Browns and American Cancer Society have additionally teamed up throughout the month of October to reach Northeast Ohio high school football teams to support and encourage their efforts to raise funds and awareness.

### Dallas Cowboys



Prior to their BCA game on Oct. 9, the Cowboys will host breast cancer survivors, known as "Star Survivors," at the team's new training facility. The survivors, selected through an online submission to Susan G Komen, will be given a tour of the facility and watch practice. Players and alumni will surprise the women with custom jerseys to wear on field during the pregame ceremony. Additionally, the Dallas Cowboys will host approximately 100 survivors and co-survivors at the game to participate in a special halftime show and form a human awareness ribbon on field during the performance. On Oct. 15, the Dallas Cowboys family of employees, associates and fans will form TEAM COWBOYS to run / walk at the Komen Dallas Race for the Cure.

### Denver Broncos



On Oct. 9, the Denver Broncos will recognize more than 125 cancer survivors, starting with a special pregame pink champagne brunch in their honor. Survivors will then be recognized on field at halftime in a special choreographed program with Broncos Cheerleaders. Survivors were invited through the Broncos' season ticket holder base, partnerships with Susan G. Komen Colorado and the American Cancer Society, an online nomination process at [DenverBroncos.com](http://DenverBroncos.com), and through the team's corporate partnership community. The Denver Broncos will make a \$20,000 donation in honor of breast cancer survivors to Susan G. Komen Colorado, and two \$20,000 donations to the American Cancer Society directed to support efforts for pediatric cancer and men's cancers.



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### Detroit Lions



The Lions will be hosting more than 100 Breast Cancer survivors during their BCA game on Oct. 9 with various pre-game activities including yoga on the field, a pink ribbon ceremony, and a player introduction fan tunnel. All funds raised during this campaign will go directly to patient experiences and cancer research. The game presentation will include a feature about a recent visit from the Lions Players to the HFHS Cancer Infusion Center. Proceeds from the in-stadium 50/50 raffle will benefit the Game on Cancer. Local members of the Zeta Tau Alpha sorority will distribute pink ribbons to fans. The Lions Women's Association will be walking in the Making Strides of Detroit race on Oct. 8th and will also be partnering with the Western Wayne Family Health Center on Oct. 25th for A Crucial Catch Day.

### Green Bay Packers



On Friday, Oct. 7, the Packers will help raise funds for the American Cancer Society by selling pink rally towels, long sleeve t-shirts, and Packers raffle items at the Menasha High School vs West De Pere High School A Crucial Catch High School BCA game in Menasha, Wisconsin. Packers players, including MICAHA HYDE, will attend the game to meet fans and giveaway autographed pink footballs. At the Packers BCA game on Oct. 9, fans will receive pink breast cancer awareness rally towels provided by Kohl's. #PackersVsCancer selfie cards will be available prior to the game on packers.com and on game day for fans to share their support of someone they know who has been affected by cancer. Zeta Tau Alpha Fraternity will distribute over 20,000 free pink ribbons to Packers fans. Lambeau Field's Bellin Health gate will also be lit with pink lights during the month of October.

### Houston Texans



At the Texans BCA game on Oct. 16, members of Zeta Tau Alpha sorority will greet fans entering NRG Stadium with pink ribbons. Texans Season Ticket Members will hold the Texas flag alongside their family that supported them in their cancer battle. Texans staff members affected by breast cancer will be the coin toss captains, including First Lady of the Houston Texans, JANICE MCNAIR. During the game, the Texans will recap their visit to Houston Methodist Hospital with partner Kroger to recognize breast cancer patients currently undergoing treatment. Players, cheerleaders, and TORO delivered gifts, breakfast and lunch, and spent time visiting with patients and their families in the infusion center.

### Indianapolis Colts



The Colts will host the sixth annual "Pinking of the Canal" event, presented by Ashley HomeStore, on Friday, Oct. 7, from 11:30 a.m.-1 p.m. at the Ohio Street Basin of the Canal. At the Colts BCA game on Oct. 9, the team will recognize breast cancer survivors. The Colts will also 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. Ten finalists will then be selected to receive a day of pampering from Tyler Mason Salon & Spa, as well as dinner with Colts players at Indianapolis Colts Grille on Tuesday, Oct. 4.



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### Jacksonville Jaguars



On Thursday, Oct. 13, the Jaguars Women's Association will host, "MEET ME AT THE 50- Football is Family" with keynote speakers, SUZY KOLBER and JON GRUDEN of ESPN. Kolber and Gruden will speak to around 800 women and men about their relationships with friends and family who have battled cancer. The association will also donate all funds raised to a local organization called "In the Pink" which provides a number of resources for women and the family of women battling breast cancer. At the BCA game on Oct. 23, those affected by breast cancer will be honored during the game and a check will be presented to "In the Pink" on-field.

### Kansas City Chiefs



On Oct. 23, the Chiefs' annual BCA game will be presented by The University of Kansas Hospital. Breast cancer survivors and honorees will participate in various on-field pregame festivities and recognitions. The Chiefs Women's Organization will be stationed outside the Arrowhead Stadium gates engaging fans who have had a loved one or friend touched by breast cancer to participate in the #ChiefsvsCancer selfie card activation. Zeta Tau Alpha volunteers will distribute "Think Pink" ribbons to fans. Additionally, the team will recognize one honoree who is a breast cancer survivor, caregiver or has furthered the cause of breast cancer awareness. The honoree will sit in a sole pink seat at Arrowhead Stadium during the game. Another honoree will be recognized pregame by Blue KC and Coca-Cola via the First Pass and as Coin Toss Captain. Rounding out the game day initiatives, the Hunt Family Foundation will hold a 50/50 raffle and the team will hold a silent auction for items, including a number of game-worn equipment and signed pink merchandise. All proceeds will support The University of Kansas Cancer Center. The Chiefs and its tight ends will join the University of Kansas Hospital on Oct. 25 to host a Look Good Feel Better session along with the American Cancer Society for individuals going through cancer treatment.

### Los Angeles Rams



Prior to the Rams' BCA game on Oct. 9, the Rams will host a VIP tailgate and ultimate pampering experience for 50 women and men who have fought or are currently fighting breast cancer. During player introductions, the survivors and fighters will form a "survivor tunnel" that the players will run through as the team takes the field. The Rams have pledged \$1,000 per reception to the American Cancer Society, and team partners Albertsons, Vons & Pavilions Foundation and Cedars-Sinai Medical Center are matching the performance donation, with proceeds benefiting breast cancer charities. Volunteers from Zeta Tau Alpha will be outside the Coliseum passing out pink breast cancer awareness ribbons to fans as they enter the stadium. Rams Chief Operating Officer KEVIN DEMOFF, who is participating in the ACS' Real Mean Wear Pink campaign and is also a member of the ACS' CEOs Against Cancer, will host local CEOs at the game as part of the team's A Crucial Catch partnership. Additionally, the Rams will support A Crucial Catch Day, which will take place at the Venice Family Clinic on Oct. 25.



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### Miami Dolphins



In honor of Breast Cancer Awareness Month, the Miami Dolphins will host Yoga with the Fins on Oct. 4 for breast cancer patients and survivors at the team's Baptist Health Training Facility. Prior to the Dolphins BCA game on Oct. 9, the Miami Dolphins Special Teams powered by AARP Foundation Volunteers and fans will pack BCA kits to be distributed to local survivors and those battling cancer. ZTA will distribute pink ribbons to fans. In partnership with the Dolphins Cancer Challenge, 100-plus cancer survivors will be recognized in an on field presentation during pregame ceremonies. During the first quarter break, the Dolphins will honor cancer survivors and encourage fans to hold up their "I am a Cancer Fighter" signs. The Dolphins will also participate in A Crucial Catch Day, donating \$5,000 for their Making Strides against Breast Cancer Walk on Oct. 25.

### Minnesota Vikings



The Vikings hosted their annual Breast Cancer Awareness Luncheon for survivors and their caregivers on Tuesday, Oct. 4 with players EVERSON GRIFFEN, whose mother-in-law is a breast cancer survivor, and ANTHONY BARR. During pregame of their BCA game on Oct. 9, the Vikings will form a human pink ribbon on the field with breast cancer survivors wearing pink t-shirts. Honorary captains, honorary Vikings and the team's Hometown Hero will be breast cancer survivors or individual affected by the disease.

### New England Patriots



Throughout October, the Kraft family and the New England Patriots Charitable Foundation will make special visits to hospitals in Boston. Patriots players will meet with families dealing with breast cancer and surprise 10 survivors with an invitation to a day of pampering at Gillette Stadium, filled with manicures, massages and more. At their BCA game on Oct. 16, the Patriots will also invite more than 100 breast cancer survivors to take part in a special pregame ceremony. The survivors will team with the cheerleaders to form a large pink ribbon on the middle of the field. The game will also feature a \$50,000 check presentation to the Hilltown Community Health Center in Huntington, Mass as part of the CHANGE program.



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### New Orleans Saints



Saints players will visit the Tansey Breast Center at Ochsner Health System to distribute Saints/Ochsner BCA items to patients. At the Saints BCA game on Oct. 18, the Charity Spotlight of the game will be the Gayle & Tom Benson Cancer Center. During pre-game, breast cancer survivors will accompany the anthem singer, and ZTA member, ROBIN BARNES. Breast cancer survivors and supporters will form the Saints flag unfurling crew, and the honorary captain for the game will be a breast cancer survivor. Team partner Ochsner Health System will recognize breast cancer survivors during a pre-game presentation as part of the Ochsner Heroes program and will also provide pink spirit swirlers to fans at the Mercedes-Benz Superdome. Volunteers from the American Cancer Society will serve as a gate giveaway crew. There will be a Breast Cancer Awareness halftime tribute. The Saints will partner with Zeta Tau Alpha sorority to distribute information cards and pink ribbons at the game. Breast cancer survivors and American Cancer Society volunteers will receive tickets to the game. The Mercedes-Benz Superdome will be lit pink on the day of the BCA game. Saints staff and special guests will wear pink credentials.

### New York Giants



At the Giants BCA game on Oct. 16, members from local ZTA sororities will hand out blue and pink NYG bottle openers and koozies and accept donations in the parking lots prior to the game with all proceed benefitting local breast cancer charities. The Giants will honor season ticket members who are breast cancer survivors on the field during the pregame ceremony. The Giants Women's Club will host the Big Blue Challenge Charity Flag Football game at Quest Diagnostics Training Center. Giants players will serve as captains of each team. A portion ticket sales will be donated to the American Cancer Society for breast cancer research and programs.

### New York Jets



The Jets will partner with the American Cancer Society to recognize survivors as honorary captains for their BCA game on Sunday, Oct. 23. Zeta Tau Alpha will distribute pink ribbons to fans. The Atlantic Health Jets Women's Organization will participate in the Making Strides Against Breast Cancer walk in Parsippany, NJ on Sunday, Oct. 16.



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### Oakland Raiders



On Oct. 10, the Oakland Raiders, in partnership with the American Cancer Society, will host 15 breast cancer survivors at the Raiders headquarters to partake in an evening of fun and fashion. First, they will be pampered and then make their runway debut escorted by Raiders players. During a pregame ceremony at the Raiders BCA game on Oct. 16, the Raiders Women Association, which consists of spouses and significant others of players, coaches and staff, will recognize those who have been affected by breast cancer. The Raiders will also partner with local high school football teams as part of the NFL's A Crucial Catch campaign to help schools raise funds in support of Breast Cancer Awareness Month and will bestow a CHANGE Grant on Tri-City Health Center during A Crucial Catch Day on Oct. 25.

### Philadelphia Eagles



On Tuesday, October 4 the Eagles will hold a community event with Eagles Care Partner Living Beyond Breast Cancer (LBBC). Eagles players and families affected by breast cancer will join individuals from LBBC for a one-hour walk through the Eagles stadium to help inspire those dealing with breast cancer to live a healthy lifestyle. In addition, the Eagles will assist local high school football teams to host their own "pink" games. At the Eagles BCA game on Oct. 23, pink will take over letters in the tunnel walk, a "Together We Fight" rollout banner, the Eagles Drumline drum sets, and more. Eagles cheerleaders will wear pink sparkle sneakers, while players on the field will sport pink gear. In addition, the American flag will be held by breast cancer survivors and family members from the Jefferson Breast Care Center, along with Season Ticket Members and US Navy officials.

### Pittsburgh Steelers



During the Steelers BCA game on Oct. 9, over 20 breast cancer survivors will be honored pre-game. Survivors will be down on the field for warm-ups and the National Anthem. They will be wearing Steelers BCA t-shirts and will have pink Terrible Towels. The survivors will be a part of the Terrible Towel Twirl. There will be a check presentation from UPMC and Ford to Susan G. Komen Pittsburgh. Additionally, Steelers players will cook for a group of breast cancer survivors at Magee Women's Hospital.

### San Diego Chargers



On Sept. 28, the Chargers will host their 4th annual Mobile Mammography event at Qualcomm Stadium in partnership with Susan G. Komen San Diego. Last year more than 120 women were screened at this event and 29 women were forwarded for diagnostics. At their BCA game on Oct. 2, the Chargers will "Turn the Q Pink" as they recognize approximately 40 breast cancer survivors on the field during pre-game activities in partnership with the American Cancer Society. These women will form a pink ribbon for a check presentation and then remain on field for the National Anthem. The ZTAs will provide pink ribbons and information cards at the gates. Additionally, 90 ZTAs will participate in the National Anthem with the flag and pink stars. UC San Diego Health, sponsor of the Chargers' BCA game, will provide fans with a Chargers pink bandana.





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### San Francisco 49ers



The 49ers will feature A Crucial Catch video segment following the journey of one of their team photographer's, Kym Fortino, battle with breast cancer. On Oct. 20, the 49ers will host a BCA fundraiser where guests will enjoy wine tasting, shopping and restaurant specials and receive special gifts as they "Paint the Row Pink." Proceeds from tickets to the event will benefit American Cancer Society breast cancer programming. At the Pink Practice Party on Oct. 21, Breast Cancer Warriors (women who are battling or who have battled) will enjoy a day of fun and football at the 49ers SAP Performance Facility and Levi's® Stadium. At the 49ers BCA game presented by Dignity Health, there will be pregame and halftime ceremony honoring more than 60 women who have battled or are currently battling breast cancer.

### Seattle Seahawks



During the month of October, CenturyLink Field arch lights will be pink every Wednesday and Thursday night. The team's retail locations will donate 10% of sales of all pink-branded merchandise to support American Cancer Society's Road to Recovery program, which provides transportation to/from treatment for patients. In partnership with American Cancer Society, the team will select five local high schools to receive NFL Pink Toolkits, which include field signage and other pink gear, to help expand and promote their designated BCA games. During the Seahawks BCA game on Oct. 16, the local chapter of Zeta Tau Alpha sorority will distribute 30,000 pink ribbons to fans as they enter the stadium. The Sea Gals, along with more than 200 local high school dancers, will honor local survivors during halftime with an on-field performance, outfitted with pink poms and pink boots.

### Tampa Bay Buccaneers



On Oct. 29, the team will host the 4th annual Treasure Chests 5K Run/Walk & Corporate Challenge at Raymond James Stadium. Thousands of Bucs fans will join together to participate in the race, which will support breast cancer research and patient services, benefitting the American Cancer Society, the Florida Cancer Specialists Foundation, the Florida Hospital Foundation, and Moffitt Cancer Center. Throughout the day, the Buccaneers will recognize the community's fight against breast cancer, including: Winners of the Treasure Chests 5K serving as Honorary Captains; eight military families battling breast cancer honored in the Salute to Service Suite; hundreds of breast cancer survivors, patients and caretakers invited to watch the game from the players' Front Row Fans sections; Buccaneers Cheerleaders wearing custom pink uniforms and performing at halftime along with hundreds of Treasure Chests 5K participants and custom pink flags flying from the Buccaneers' Pirate Ship.



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### Tennessee Titans



At the Titans BCA game on Oct. 16, all 69,000 fans attending the game will receive a pink TITAN UP rally towel, courtesy of Saint Thomas Health. Fans will also receive pink ribbons courtesy of the Zeta Tau Alpha Nashville Alumnae Chapter. Prior to kickoff, the Titans and Saint Thomas Health will honor male and female breast cancer survivors on-field. Following the game, the Titans will donate new and game-worn pink apparel and equipment to four local high school football teams in an effort to promote the importance of annual screenings and early detection at the high school level. On Oct. 10, the Titans will “dine with hope” at the American Cancer Society’s Hope Lodge, providing cancer patients and their caregivers an opportunity to share food and fellowship with Titans players, staff and coaches. On Oct. 25, the Titans will support A Crucial Catch Day at Matthew Walker Comprehensive Health Center. Titans players and cheerleaders will be onsite to support women as they are screened for breast cancer.

### Washington Redskins



The Redskins Charitable Foundation and the Women of the Washington Redskins (WOW) will kick off the organization’s breast cancer awareness efforts on Saturday, Oct. 1 with a charity ride at SoulCycle and the launch of the 2016 limited edition team t-shirts designed by Redskins alumnus Chris Cooley. T-shirts will be available for purchase online with proceeds benefiting the BREM Foundation. Friday, Oct. 14 will mark the 3rd annual Friday Night Lights THINK PINK! Initiative, a partnership between the Washington Redskins Charitable Foundation and Fairfax County Public Schools, designed to promote breast cancer awareness and the importance of early detection at the high school level. At the annual BCA game presented by Inova Health System on Oct. 16, Inova will distribute over 30,000 pairs of pink gloves with accompanying information on mammogram resources. CareFirst BlueCross BlueShield will also participate with in-game programming to honor survivors on-field. The Redskins Charitable Foundation will also host the 9th annual All-Star Survivors Celebration to pamper, support and celebrate 31 local women currently battling breast cancer. Throughout October, the WOW platform will donate \$1 to the American Cancer society on behalf of each new member who joins the club with Toyota matching the donations.