



CRUCIAL CATCH
INTERCEPT CANCER



FOR IMMEDIATE RELEASE
10/5/17

NFL AND AMERICAN CANCER SOCIETY EXPAND CRUCIAL CATCH CAMPAIGN TO SUPPORT MULTIPLE CANCERS

*Expanded Initiative Benefits Early Detection and Risk Reduction Efforts
for Multiple Cancers, including Breast Cancer*

*NFL and ACS Launch THE DEFENDER – A Free Digital Assessment Tool That
Provides Users with Personalized Plans to Their Reduce Risk of Cancer*

NFL Teams Select Cancer(s) to Support During Crucial Catch Games in Weeks 5-7

This year, the National Football League and the American Cancer Society (ACS) are expanding their efforts to support the fight against cancer through the “*Crucial Catch: Intercept Cancer*” campaign. After nearly a decade of supporting breast cancer, the NFL and ACS have evolved the campaign to address early detection and risk reduction efforts for multiple cancers, in addition to breast cancer, to increase their impact.

Since 2009, more than \$18 million has been raised for ACS through the partnership. Money raised through *Crucial Catch* this season will be directed towards support of three screenable cancers: breast, colorectal and cervical. Funding will continue to support the American Cancer Society’s Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) program, which provides outreach and cancer screenings to individuals in underserved communities. Since 2012, grant recipients have contributed to nearly 150,000 screenings and more than 450,000 education and outreach interventions.

Fans may donate directly to ACS at cancer.org/donate.

As part of the campaign, the NFL and ACS recently launched a new, digital tool – **THE DEFENDER** – that provides consumers with personalized tips to reduce their cancer risk. The Defender, funded by the NFL and developed by ACS, analyzes user-input health information to provide individuals with quick, informative and personalized recommendations on how he or she can take action to reduce his or her cancer risk. More than 50% of all cancers can be prevented through simple lifestyle modifications, like avoiding tobacco, sun exposure, staying fit and healthy through proper nutrition and physical activity. The free user-friendly tool allows fans to take control of their health and increase their understanding of how healthy lifestyle habits can help reduce their cancer risk. Fans may access The Defender at TheDefender.cancer.org.

A new Crucial Catch PSA will debut during Sunday’s games. The spot tells the story of a football family – the Kansas City Chiefs organization - that has been impacted by multiple types of cancer to highlight the importance of taking action, seeking ways to reduce cancer risk and getting screened. Two cancer survivors, Kansas City Chiefs’ Owner **RITA HUNT** and former cheerleader **BRANDY REED**, and two players personally affected by cancer, P **DUSTIN COLQUITT** and TE **TRAVIS KELCE**, discuss the impact of Crucial Catch on their football family and the value of expanding the fight against cancer together. Visit NFL.com/CrucialCatch to learn more.

New this year, the NFL and ACS are teaming for the **Crucial Catch Challenge**, a player fundraising campaign based on on-field performance. Through Pledge It, a performance-based fundraising platform, players from across the league will raise funds in support of ACS based on their on-field statistics, such as number of recorded touchdowns, sacks or interceptions, in Weeks 5-7. Fans can join the *Crucial Catch Challenge* by visiting CrucialCatchChallenge.org and making a pledge for individual NFL player's performances. Proceeds will benefit the ACS.

For the third consecutive year, healthcare centers in all 32 NFL team markets will receive a CHANGE grant to increase access to screenings and additional cancer prevention and early detection programs. In addition, the NFL will again work with ACS and CHANGE grant recipients to host education sessions and/or screenings in their communities, and many NFL teams will participate in these educational activities, bringing these potentially life-saving messages and screening services to those who need them most.

Fans may participate in *Crucial Catch* and join the fight against cancer by visiting NFL.com/CrucialCatch to access The Defender, donate directly to ACS and pledge to support an NFL player's *Crucial Catch Challenge*.

The NFL and ACS extended *Crucial Catch* to the youth and high school level again this year. With the help of USA Football, Carolina Panthers Head Coach **RON RIVERA** sent a note to youth and high school football coaches across the country offering ideas for how schools and teams can join the fight against cancer. Interested fans may visit cancer.org/youthcrucialcatch to sign up, pledge to fundraise for ACS, and download a toolkit to support their *Crucial Catch* game.

This weekend's games will kick off the 2017 *Crucial Catch* campaign. NFL-issued *Crucial Catch* branding and gameday apparel will feature a new multi-colored logo representing all cancers. NFL teams have the option of supporting one or multiple cancers locally and in-stadium. In addition, Players may wear shoelaces, cleats and wristbands in any color representing the type of cancer awareness they support and/or they've been impacted by during their team's *Crucial Catch* game.

Beginning on Sunday and continuing through Week 7, NFL *Crucial Catch* games will feature:

- Game balls with the *Crucial Catch* logo used for every down
- Multi-colored equipment for players including: helmet decals, captains' patches, and quarterback towels
- Multi-colored ribbon pins for coaches and teams
- Caps and pins for game officials
- On-field multi-colored ribbon stencils and *Crucial Catch* wall banners
- Multi-colored goal post wraps in end zones

Game-worn *Crucial Catch* merchandise and footballs will be autographed and auctioned at NFL Auction (nfl.com/auction). The NFL does not profit from the sale of *Crucial Catch* product on NFL Auction. Charitable contributions are donated to the American Cancer Society to support its CHANGE grant program.

Ticketmaster, the Official Ticket Exchange of the NFL and NFL clubs, will contribute five dollars for every NFL ticket sold on Ticketmaster and the NFL Ticket Exchange in Weeks 5, 6 and 7 to the American Cancer Society, up to \$35,000.

Procter & Gamble and Rite Aid, in support of *Crucial Catch*, are contributing \$50,000 to the American Cancer Society. In addition, P&G will be promoting proactive cancer screening, through Rite Aid instore displays, during the month of October.

In support of Crucial Catch, Barclaycard is donating 1% of all NFL Extra Points card purchases, up to \$25,000, in the month of October to the American Cancer Society. In addition, cardmembers have the ability to use points to donate directly to ACS.

The NFL and all 32 teams support Crucial Catch and the fight against cancer all year long. In October, NFL teams designate home games and plan events with local organizations to bring awareness to the cause. Below are ways teams are supporting Crucial Catch this month.

<u>Team</u>	<u>Selected Cancer(s) Focus</u>	<u>Crucial Catch Activities</u>
Arizona Cardinals	Breast Cancer	At the Cardinals' Crucial Catch game on Oct. 15, three survivors will serve as the Cardinals honorary captains for the pre-game coin toss. A special guest will crank the Cardinals "Big Red" Air Raid Siren to bring the team on to the field. Cardinals' players, mascot Big Red, Cardinals Cheerleaders, and Nicole Bidwill will join 150 breast cancer survivors on the field at halftime for a special presentation. Throughout the game, the Cardinals will feature/salute survivors on the video board, and beneficiary of the game's 50-50 raffle will be the American Cancer Society. On Oct. 7, the Cardinals will host cancer survivors from two local high schools. On Oct. 13, the Arizona Cardinals will sponsor the 11th annual high school "Pink Game" by supplying two local high schools with pink gear to be used during the game. Both teams' coaches will be provided with Crucial Catch hats to use during the game.
Atlanta Falcons	All Cancers	The Falcons' Crucial Catch game against the Dolphins on Oct. 15 will kick off the team's Cancer Awareness Week. At the game, the team will recognize cancer fighters and survivors. On Oct. 16, the Falcons will host a pediatric cancer dinner where players will serve as celebrity servers and wait on families with children who have been impacted by cancer. At the Dazzle and Dine event on Oct. 17, the Falcons will treat ten breast cancer survivors to a special shopping day followed by a hibachi dinner prepared and served by players. The following day, the Falcons will host the Falcons FORE Prostate golf event at Top Golf with 20 families and Falcons alumni and cheerleaders. At the Thank You Deliveries event on Oct. 19, Falcons alumni, cheerleaders and mascot will make surprise deliveries to area hospitals night shift nurses to thank them for the work and support to cancer patients and families. The week will wrap up with a Crucial Catch high school football game at a local metro Atlanta high school.
Baltimore Ravens	All Cancers	At the team's Crucial Catch game on Oct. 15, the Ravens will honor 40 survivors of all different types of cancer during pregame ceremonies. All fans will receive "Today I honor..." placards to personalize in honor of those they know affected by cancer. Fans will be asked to raise the placards at a special moment during the

		<p>game. On Monday, Oct. 16, the Ravens will host their Third Annual Sip N Paint event at M&T Bank stadium. The night will honor breast cancer survivors, as well as those undergoing treatment, with proceeds supporting the American Cancer Society. On Wednesday, Oct. 18, the Ravens will support the local American Cancer Society's Crucial Catch Day.</p>
Buffalo Bills	All Cancers	<p>At the Bills' Crucial Catch game against the Buccaneers on Oct. 22, the team will honor 50 cancer survivors on-field with a special pregame ceremony. The Bills will join ECMC and the local American Cancer Society to celebrate Crucial Catch in the week leading up to the Oct. 22 game with events offering with events offering free health screenings and mammograms, as well as a Family Fun Night in the ADPRO Sports Training Center to honor kids battling childhood cancer.</p>
Carolina Panthers	All Cancers	<p>At the team's Crucial Catch game on Oct. 12, the Panthers will wear "51" helmet stickers in honor of late player and coach Sam Mills. The Panthers will host cancer survivors and fighters for a special gameday experience and will distribute blue "Keep Pounding" flags as stadium giveaways. Throughout the game, Panthers' mascot Sir Purr will highlight fans' cancer stories. During the month of October, the Panthers will partner with the American Cancer Society to bring Crucial Catch experience to local high schools through the High School Crucial Catch fundraising program, benefitting the CHANGE Grant program.</p>
Chicago Bears	Breast Cancer	<p>At the Bears' Crucial Catch game on Oct. 9, the team will host cancer survivors during pre-game and two will be chosen to be honorary captains. Bears Care, the team's charitable arm, will be selling 2017 Real Bears Fans Wear Pink (RBFWP) shirts, at the game and throughout October, in support of the RBFWP program. The Bears kicked off the team's annual RBFWP campaign by hosting more than 50 survivors at Halas Hall on Sept. 22 with Bears Care distributing \$140,000 in grants to area organizations that provide care, assistance and support to breast cancer patients and their families. On Oct. 22, the Bears will join with Advocate Health Care, the team's Official Health Care Partner to celebrate survivorship. Breast cancer survivors and fighters will form a human ribbon on the field pregame. Bears flag runners will carry pink flags and wear the Real Bears Fans Wear Pink shirts as they lead the team onto the field. 40,000 Bears/Advocate Health Care branded pink rally towels will be distributed to fans and ZTA will be passing out pink ribbons.</p>
Cincinnati Bengals	Breast Cancer	<p>At the Bengals' Crucial Catch game on Oct. 29, the team will honor those affected by breast cancer. During</p>

		<p>the pregame, more than 100 breast cancer survivors and caregivers will be recognized on-field during a special ceremony, and the team will announce the winner of the 2017 Marvin Lewis Community Fund Pink Football Award, given to an outstanding breast cancer survivor for her strength, courage and perseverance in battling the devastating disease. Prior to the game, TriHealth, the Bengals' official healthcare provider, will distribute information at its Mammography Van at the pre-game Jungle Zone area and hand out pink flags at the gates. More than 100 members of Zeta Tau Alpha will distribute pink ribbons to fans as part of its "Think Pink" program.</p>
Cleveland Browns	Breast Cancer	<p>At the Browns' Crucial Catch game on Oct. 8, breast cancer survivors will be recognized during pregame festivities. The First and Ten Coin Toss Captain of the game, Dr. Jill Dietz from University Hospitals, who is a surgical oncologist but also volunteers her time in support of breast cancer awareness will be honored. The Browns and ZTA will celebrate the 15th anniversary of the partnership, and ZTA volunteers will distribute thousands pink ribbons to fans entering for the game. The Browns will support Breast Cancer Awareness throughout October through their First and Ten movement and community partner American Cancer Society. Browns players will visit University Hospitals Seidman Cancer Center on Oct. 3 to visit with patients currently receiving treatment for breast cancer and other forms of the disease. Players will visit the University Hospitals Breast Center along with the Wig Shop, which is a resource for patients provided through the American Cancer Society. FirstEnergy Stadium will be lit pink throughout the month.</p>
Dallas Cowboys	All Cancers	<p>At the Cowboys' Crucial Catch game on Oct. 8, the team will host approximately 100 survivors and co-survivors of seven types of cancer. Survivors will participate in a special halftime show and form a human awareness ribbon on the field during the performance. The Cowboys, in partnership with the Susan G. Komen Foundation, will host the second annual Star Survivors visit at The Star in Frisco. Cowboys staff, their families and fans will once again form TEAM COWBOYS to run/walk at the Komen Dallas Race for the Cure.</p>
Denver Broncos	All Cancers	<p>At the team's Crucial Catch game on Oct. 15, the Broncos will recognize more than 125 survivors of all cancers. Prior to the game, the team will host a special reception for survivors and guests with Broncos President and CEO JOE ELLIS. Survivors will then be recognized on field at halftime during a special choreographed program with Broncos Cheerleaders. Survivors will represent a myriad of cancers and be</p>

		invited via through the American Cancer Society, the Broncos season ticket holder pool, corporate and hospital partnerships, and the at-large community via an online referral system. On Oct. 2, the Broncos hosted their annual Crucial Catch screening event in partnership with the American Cancer Society and UC Health.
Detroit Lions	All Cancers	The Lions will host cancer survivors during their Crucial Catch Game on Oct. 8 with various pregame activities, including a brunch and a yoga class on the field. In the week leading up to the game, the Lions' hosted various Crucial Catch activities, including a Superhero Ball supporting pediatric cancer with St. Jude.
Green Bay Packers	All Cancers	At the Packers' Crucial Catch game on Oct. 22, the team will present a check at halftime to the Vince Lombardi Cancer Foundation and recognize survivors of all different types of cancers. The Packers Pro Shop will sell a Vince Lombardi hat, with a portion of the proceeds benefitting the Vince Lombardi Cancer Foundation (VLCF). Throughout the month of October, players and Alumni will visit with cancer patients at local hospitals.
Houston Texans	Breast Cancer	The Texans will support breast cancer for their Crucial Catch game on Oct. 8 and host 20 breast cancer survivors and their families for a special experience. The experience will include an onfield performance for the survivors with international pop duo, ICONA POP , and Houston Texans Cheerleaders. Texans Pink Ribbon Day presented by Kroger, an annual tradition for Texans fans and the MCNAIR family, pays tribute to JANICE MCNAIR , wife of founder, chairman and CEO, ROBERT C. MCNAIR , and members of the Texans family and fans who have survived the disease. On Oct. 3, the McNair's and the Texans joined the American Cancer Society to break ground on Hope Lodge Houston, southeast Texas' first and only no-cost, residential facility that will be exclusively for cancer patients who travel to Houston for treatment. The McNair Foundation and Houston Texans have donated more than \$5 million to the project. The Texans will also join forces with the American Cancer Society and a local community health partner for a "Crucial Catch Day" to provide preventative breast cancer services and information.
Indianapolis Colts	All Cancers	For the team's Crucial Catch game on Oct. 8, the Colts will invite cancer survivors and those battling the disease to hold a "Crucial Catch" field flag pregame. Colts' cheerleaders will wear multi-colored uniforms representing various cancers. For the seventh consecutive year, the Colts will turn the canal in downtown Indianapolis pink in honor of breast cancer awareness. As part of Crucial Catch activities, the Colts

		<p>will host a “Cancer Caretakers” breakfast for caretakers of those currently battling cancer. Fans can nominate a breast cancer survivor or a woman currently battling the disease for the chance to win a day to “Pamper Her Pink” courtesy of the Colts. Coach Pagano’s CHUCKSTRONG campaign has raised more than \$4.7 million for cancer research at the IU Simon Cancer Center.</p>
Jacksonville Jaguars	All Cancers	<p>At the Jaguars’ Crucial Catch game on Oct. 15, the team will honor survivors of multiple types of cancer. More than 100 cancer survivors will hold the American on-field for the National Anthem. Each will be wearing a t-shirt paying tribute to survivorship. In addition, the Jaguars will host more than 200 guests from the Tom Coughlin Jay Fund for a special pregame experience on the sidelines during team warmups. On Tuesday, Oct. 10, the Jaguars will host a private event for more than 200 cancer survivors who battled breast, childhood and prostate cancers and guests at Velocity Air Sports in celebration of their victories. Jaguars players will share a meal with survivors and their families, sign autographs and participate in activities such as dodgeball, the foam pit and much more. Representatives from American Cancer Society, Tom Coughlin Jay Fund, Make A Wish Foundation, Ronald McDonald House and Dreams Come True will also be in attendance showing their support for the survivors.</p>
Kansas City Chiefs	All Cancers	<p>At the Chiefs’ Crucial Catch game on Oct. 15., Chiefs Kingdom will have the opportunity to recognize family members and friends impacted by cancer with #ChiefsvsCancer selfie cards. The Chiefs are teaming up with the University of Kansas Health System and the V Foundation for Cancer Research to bring a \$200,000 Early Career Investigator Award to Kansas City.</p>
Los Angeles Chargers	Breast Cancer	<p>At their Crucial Catch game on Oct. 22, the Chargers will focus on breast cancer awareness. Pregame activities will include the introduction of 30 breast cancer survivors on the field as well as the survivors participating in the National Anthem with singer, TARSHA RODGERS, a survivor herself. During the anthem, Tarsha and the survivors will be joined on the field by 70 members of Zeta Tau Alpha (ZTA) in celebration of the 10th Anniversary of the partnership with the Chargers to spread the message of early detection. The ZTA’s will also be at all entrance gates providing fans with pink ribbons and education cards. The Charger Girls, along with local collegiate cheer squads, will present a breast cancer awareness-themed special half-time performance, with the American Cancer Society’s survivors’ group joining them for a portion of the show. All fans will receive a pink card in</p>

		<p>their seat where they can write the name of a friend or loved one and stand during a special moment in their honor. Hoag Hospital is the presenting sponsor for the BCA game, and each fan will receive a pink bran-dana. On Tuesday, Oct. 17 the Chargers will partner the American Cancer Society to host free breast and colorectal cancer screenings at Priority Care Medical Group in Long Beach – the recipient of an ACS CHANGE Grant.</p>
Los Angeles Rams	All Cancers	<p>At the Rams' Crucial Catch game on Oct. 8., the team will host cancer survivors and celebrate them with a VIP reception. Survivors will participate in pregame activities and stand on the field for player introductions.</p>
Miami Dolphins	All Cancers	<p>At the Dolphins' Crucial Catch game on Oct. 8, the team will celebrate will honor on-field 40 cancer fighters and survivors from Sylvester Comprehensive Cancer Center and 20 doctors who were integral in saving each survivor. At halftime, the Dolphins Cancer Challenge (DCC) will present Sylvester a charitable donation. The field will be lined with 100 cancer survivors and fighters holding a balloon in the color representing the cancer they survived. The Dolphins Cancer Challenge, launched in 2010 as the signature initiative of the Miami Dolphins Foundation, has raised more than \$22.5 million since 2010 in support of Sylvester. The annual DCC will take place on Feb. 10, 2018.</p>
Minnesota Vikings	All Cancers	<p>At the Vikings' Crucial Catch game on Oct. 22, the team will recognize survivors of many different forms of cancer. The Vikings will partner with the local chapter of the American Cancer Society to raise awareness for cancer screening and early detection onsite. The day will culminate with a special halftime performance featuring survivors and Vikings fans impacted by cancer.</p>
New England Patriots	All Cancers	<p>At the Patriots' Crucial Catch game on Oct. 22, the team will invite cancer survivors to take part in a special pregame ceremony. The Kraft family and the Patriots will spread awareness for all cancer types and will incorporate hundreds of survivors into the pregame ceremony. The game will also feature a \$50,000 check presentation from the Patriots Foundation to the South End Community Health Center in Boston. In the weeks leading up to the game, Patriots players will visit cancer survivors in Boston area hospitals and will host a day of pampering for cancer survivors at Gillette Stadium.</p>
New Orleans Saints	Breast Cancer	<p>At the Saints' Crucial Catch game on Oct. 15, the Gayle & Tom Benson Cancer Center will serve as the Charity Spotlight and will also be the designated community beneficiary for the charitable proceeds of the game's 50/50 Charity Raffle. During pre-game, breast cancer</p>

		<p>survivors will accompany the Anthem singer, DERI TUCKER, and breast cancer survivors and supporters will form the Saints flag unfurling crew. The honorary captain for the game will be a breast cancer survivor. Team partner Ochsner Health System will also recognize a breast cancer survivor during a pre-game presentation as part of the Ochsner Heroes program and will provide a breast cancer awareness-themed giveaway item to fans. At halftime, Talladega College Marching Band will perform a breast cancer awareness tribute. The Al Copeland Foundation will distribute pink koozies to fans, and Zeta Tau Alpha sorority will distribute pink ribbons and breast cancer awareness information cards to fans. Breast cancer survivors and their supporters will receive complimentary tickets to the game. The Mercedes-Benz Superdome will be lit pink on gameday, and Saints' staff and special guests will wear Crucial Catch-themed gameday credentials. This month, Saints' players will visit cancer patients at the Tansey Breast Center at Ochsner Health System.</p>
New York Giants	Breast Cancer	<p>At the Giants' Crucial Catch game on Oct. 8, the team will recognize and invite breast cancer survivors onto the field to assist with the unfurling of the flag. The Giants' Crucial Catch game will focus on breast cancer awareness, but the team will support multiple cancers throughout the year. At the Giants' Sept. 18 game against the Lions, the team recognized Childhood Cancer Awareness Month and hosted children battling cancer or in remission and their families. The Giants will also raise awareness for skin cancer in May, a type of cancer impacting many of the team's players, coaches, and employees.</p>
New York Jets	Pediatric Cancer	<p>The New York Jets and Atlantic Health System are partnering in the fight against pediatric cancer. At the Jets' Crucial Catch game on Oct.15, four children undergoing cancer treatment at The Valerie Center at Goryeb Children's Hospital, part of Atlantic Health System, will serve as honorary captains for the coin toss prior to kickoff. In addition, the Jets and Atlantic Health System will give one patient who cannot attend the game due to treatment the experience of being on the sideline for pre-game warm-ups with the VGo Robot. Designed for children with extended illnesses, immune deficiencies and other physical challenges that prevent physical attendance, the VGo robot provides an essential element for a child – the ability to participate in classroom and social experiences.</p>
Oakland Raiders	All Cancers	<p>At the Raiders' Crucial Catch game on Oct. 8, the team will host a pregame ceremony to honor each of the seven cancer causes, and cancer fighters and survivors will stand at the 50-yard line in the color representing the</p>

		<p>cancer he or she battled. A community video will be played during the game, and BMX Riders will wear colored shirts for cancer awareness during halftime. Prior to and after the Raiders' Oct. 8 and Oct. 15 home games, the Raiders Women's Association, which consists of all spouses and significant others of players, coaches and staff as well as front office staff members, will host bake sales in the Oakland-Alameda County Coliseum parking lot. Funds raised will support the American Cancer Society's Making Strides campaign. In addition, a representative of healthcare provider CIGNA will be on hand to give information on breast health education. As part of the team's Crucial Catch activities, on Oct. 2, the Raiders hosted "An Evening with the Raiders" for breast cancer survivors and their families at the team's facility in Alameda, CA. The group received a tour of the Raiders Alameda Facility and were treated to a unique artistic experience - instructors from Pinot's Palette led them through a step-by-step group art lesson to create custom Crucial Catch-themed art. On Oct. 10, the Raiders Women's Association will support the "Crucial Catch Day" event at Fremont Senior Center. Hosted by Tri-City Health Center, in partnership with American Cancer Society, the event aims to improve breast cancer awareness and screening rates by delivering culturally and linguistically appropriate care to the community. The Raiders will also partner with local high school football teams to host "Crucial Catch" games. Participating high schools will fundraise throughout October, with all proceeds benefitting the American Cancer Society.</p>
Philadelphia Eagles	Breast Cancer	<p>At the Eagles' Crucial Catch game on Oct. 8, 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 Eagles wing jackets, 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 alongside Season Ticket Members and US Navy officials. The National Anthem will be sung by a cancer survivor. On Oct. 2, the Eagles hosted a community event with Eagles Care Partner Living Beyond Breast Cancer (LBBC), where Eagles players and families affected by breast cancer joined individuals from LBBC for a one-hour yoga class. In addition, the Eagles will assist local high school football teams to host their own "pink" games in October.</p>
Pittsburgh Steelers	Breast Cancer	<p>At the team's Crucial Catch game on Oct. 8, the Steelers will host more than 20 breast cancer survivors for a VIP experience, including participating in pregame festivities in the VIP tent and in the Terrible Towel Twirl on field prior to kick-off. There will also be a check</p>

		<p>presentation made to Komen Pittsburgh from Ford and UPMC. Ford will present UPMC with the Warriors in Pink Quilt made up from personal messages collected at the Komen Pittsburgh Race for the Cure in May. Pink Terrible Towels will be handed out to all fans courtesy of Ford and UPMC, and members of Zeta Tau Alpha will be passing out pink ribbons. The Steelers 50/50 raffle will benefit Komen Pittsburgh.</p>
San Francisco 49ers	Breast Cancer	<p>At the team's Crucial Catch game on Oct. 22, the 49ers will welcome 100 breast cancer survivors and 16 pediatric cancer patients. On Oct. 3, the 49ers partnered with Bags of Fun to deliver backpacks to children undergoing treatment at a local hospital. Each bag was personalized with educational, interactive and fun toys to provide joy, laughter and relief from the stress and anxiety of being in the hospital. 49ers players spent time with the patients and their families to help uplift them during a difficult time. On Tuesday, Oct. 17, the 49ers will a Crucial Catch Fashion Show where breast cancer and pediatric cancer warriors will strut their stuff down the runway in Levi's® apparel. The models will be paired with 49ers players and their significant others while their stories of strength and courage are shared with the audience.</p>
Seattle Seahawks	All Cancers	<p>At the Seahawks' Crucial Catch game on Oct. 29, Virginia Mason, the team's official healthcare partner, and CHI Franciscan will distribute 40,000 Crucial Catch bracelets to encourage fans to schedule screenings. Representatives from the American Cancer Society, Virginia Mason and CHI Franciscan will have booths in Touchdown City. During halftime, Sea Gals will honor survivors with an on-field performance featuring more than 200 high school dancers and 30 cancer survivors. In collaboration with Virginia Mason and CHI Franciscan, the Seahawks will launch Crucial Catch activities on Oct. 18 with a ceremonial flag raising at the Virginia Mason Athletic Center. During the last two weeks of October, the team's retail locations will donate 12% of sales of all knit caps and scarves to American Cancer Society's Road to Recovery program, which provides transportation for people with cancer who do not have a ride or are unable to drive themselves. Fans will also be able to make a donation at checkout. The team will host a Blue Friday/Crucial Catch rally in downtown Seattle on Oct. 27 ahead of their cancer awareness game.</p>
Tampa Bay Buccaneers	Breast Cancer	<p>At the Buccaneers' Crucial Catch game on Oct. 29, the team will honor those affected by breast cancer. On Oct. 7, the Bucs Care Foundation will host the 5th annual Treasure Chests "Finish at the 50" 5K, 10K, Corporate Challenge & Fun Run. Thousands of Bucs fans will</p>

		participate in the race which will support breast cancer research and patient services, benefiting the American Cancer Society, the Florida Cancer Specialists Foundation, the Florida Hospital Foundation, and Moffitt Cancer Center.
Tennessee Titans	Breast Cancer	At the Titans' Crucial Catch game on Oct. 16, all 69,000 fans attending the game will receive an "Exotic Smashmouth" t-shirt. Fans will also receive pink ribbons courtesy of the Zeta Tau Alpha Nashville Alumnae Chapter. Before entering the game, fans will be encouraged take part in the American Cancer Society's Memorial Foundation Hope Lodge "5 and \$5 Drive" by donating much-needed household items such as paper towels, facial tissue, and laundry detergent. Prior to kickoff, the Titans and Saint Thomas Health will honor male and female breast cancer survivors on-field. On Oct. 23, the Titans will "dine with hope" at the Hope Lodge, providing cancer patients and their caregivers an opportunity to share food and fellowship with Titans players, staff, and coaches. The Titans will also support 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	Breast Cancer	At the Redskins' Crucial Catch game on Oct. 15, fans will be welcomed by TANYA SNYDER , wife of Redskins owner DAN SNYDER , and hundreds of Zeta Tau Alpha members distributing THINK-PINK!® ribbons and breast cancer awareness educational materials. For the third year, the Redskins Charitable Foundation will sell limited-edition Redskins Fight Breast Cancer t-shirts, with net proceeds benefitting the Redskins Charitable Foundation and the Brem Foundation, an organization dedicated to educating women about risk factors and screening options and providing access to critical diagnostic tests for uninsured women. Shirts will be sold in-stadium on Sunday, Oct. 15 throughout the main concourse and club level. The Women of Washington Redskins (WOW), the official women's club of the Washington Redskins, will kick off a lineup of events in support of breast cancer awareness with the WOW Redskins Charity Ride on Saturday, Oct. 7. Additionally, the Redskins Charitable Foundation will host the 10th annual All-Star Survivors Celebration to pamper, support and celebrate 31 local women currently battling breast cancer.

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