NFL SUPPORTS NATIONAL BREAST CANCER AWARENESS MONTH WITH FIFTH-ANNUAL A CRUCIAL CATCH CAMPAIGN BENEFITTING THE AMERICAN CANCER SOCIETY

Partnership Will Fund Breast Cancer Outreach, Education and Screenings in Underserved Areas

The National Football League and NFL Players Association will support October’s National Breast Cancer Awareness Month with their fifth annual screening initiative and fundraising campaign. In collaboration with the American Cancer Society, the initiative, called “A Crucial Catch: Annual Screening Saves Lives,” reminds women 40 and older about the importance of having an annual mammogram.

Since 2009, the NFL’s program has raised approximately $4.5 million for the American Cancer Society, with the majority of the contribution coming from the sale of Breast Cancer Awareness-identified pink merchandise at retail and via the NFL Auction website. The NFL does not profit from the sale or auction of pink merchandise. For more information, visit nfl.com/pink.

Money raised through A Crucial Catch supports the CHANGE initiative, the American Cancer Society’s Community Health Advocates implementing National Grants for Empowerment and Equity program. This program provides outreach and breast cancer screenings. In the first year of the program, nearly 10,000 screenings were provided to women at low or no cost in 17 cities. In 2013, the program will extend to seven additional cities. The cities are recommended by the American Cancer Society, based on screening and mortality rates and are all within 100 miles of a NFL team.

To mark its fifth anniversary, this year’s campaign will highlight inspiring stories of individuals impacted by the A Crucial Catch campaign, including:

- **Tina**, a Jets fan and mother of three, did a self-exam after watching a 2011 Jets game where players wore pink. It led to an early and life-saving discovery of breast cancer. *She will be an honorary captain at the Jets A Crucial Catch game on October 13.*

- **Steelers fan Patricia**, from the Pittsburgh area, was able to receive a mammogram—even without insurance—through a local program funded by American Cancer Society’s CHANGE program.

- **Ryan**, an avid Vikings fan, wears pink to every game in honor of his mother, a breast cancer survivor. *He organizes charitable events, with the Vikings support, for breast cancer awareness.*

- **Elsa**, a Chicago resident, was not able to receive the medical care for breast cancer until she received treatment through a local program funded by American Cancer Society’s CHANGE program.
- Melissa, a 49ers TV broadcaster and former 49ers cheerleader, went through cancer treatments while working for the team. Melissa was diagnosed with breast cancer six months after her mother passed away from the disease.

- A Detroit-area high school, Walled Lake Western, was inspired by the A Crucial Catch campaign. Students rallied the entire community to raise funds and support those fighting breast cancer.

In addition, nfl/pink and NFL Network will feature a special video on NATALIE PACKER, a NFL Network employee who lost her battle with breast cancer at the age of 30 this year.

Beginning tonight and continuing through Week 7 of the season, NFL breast cancer awareness games will feature:

- Game balls, with pink ribbon logos will be used for every down, and pink kicking tees
- Pink equipment for players including: cleats, wristbands, gloves, sideline hats, helmet decals, captains’ patches, chin cups, shoe laces, skull caps, sideline towels, eye shield decals and quarterback towels
- Pink coins used for the coin toss
- Pink sideline hats for coaches and sideline personnel and pink ribbon pins for coaches and team executives
- Special hats, pink wristbands, whistles and pins for game officials
- On-field pink ribbon stencils and A Crucial Catch wall banners
- Pink goal post padding in end zones
- Breast cancer awareness pompons, shirts and wristbands for cheerleaders

Game-worn pink merchandise and footballs will be autographed and auctioned at NFL Auction (www.nfl.com/auction). All proceeds from the sale of breast cancer awareness items on NFL Auction will benefit the American Cancer Society. Special pink merchandise will be available at www.NFLShop.com, www.neweracap.com, www.nike.com, and in stadium retail stores.

NFL players, coaches, owners and wives have embraced the A Crucial Catch campaign. Several have been touched by breast cancer including TANYA SNYDER, wife of Redskins owner Dan Snyder, SUSIE SPANOS, wife of Chargers president Dean Spanos, and TAMMY REID, wife of Chiefs head coach Andy Reid. Players with personal connections to the cause include Bills quarterback E.J. MANUEL, Cardinals wide receiver LARRY FITZGERALD, Panthers tight end GREG OLSEN and Browns offensive tackle JOE THOMAS.

Tonight’s NFL Network game featuring the Browns vs. Bills will kick of the A Crucial Catch campaign. The Browns will recognize five breast cancer survivors, as honorary coin toss captains at the game (8:25PM, NFL Network). During the primetime game on October 6 between the 49ers and Texans (8:30PM, NBC), the national anthem will be performed by three-time Grammy nominee, MANDISA. Her latest single, Overcomer, was inspired by a friend who was pregnant while battling breast cancer. She will be flanked by members of the 49ers family who are survivors.

In addition, the Bills will work with local organizations to light Niagara Falls pink on October 11 in honor of the Billieve Breast Cancer Awareness program. The Indianapolis Colts will work for a third year with the city to turn the canal that runs through downtown pink for the month of October, beginning with a special ceremony on October 4. This year, the Chicago Bears, with assistance from the Chicago Park District, will turn Grant Park’s Buckingham Fountain pink during the week leading up to their A Crucial Catch game.

The NFL and American Cancer Society will extend A Crucial Catch to the youth and high school level again this year. With help from USA Football, ANDY REID, head coach of the Kansas City Chiefs, sent a note to every youth and high school football coach across the country offering ideas for how schools and teams can “go pink” along with the NFL and the American Cancer Society. Coach Reid’s late mother, Elizabeth, was a radiologist who treated many breast cancer patients, and his mother-in-law, Virginia Garrett, passed away from breast cancer. Interested schools and youth programs can visit cancer.org/ACrucialCatch to get involved and learn about the NFL’s new fund raising incentive program for youth teams.

From cleats to gloves, towels to caps, NFL partners including Gatorade, Nike, Under Armour, New Era and Wilson are creating pink merchandise for breast cancer awareness games. Many other partners and licensees
including EA Sports, Panini and Topps will support *A Crucial Catch* through products and promotions. Pink Gatorade towels will be used on the sidelines at every *A Crucial Catch* game.

Diet Pepsi is teaming with spokesperson **SOFIA VERGARA** in support of [NFL Auction](http://OneTeamShop.com). Diet Pepsi will donate special items and experiences, available to fans on NFL.com/auction for fans to bid on, ranging from a signed Sofia Vergara jersey to a tailgate experience with Vergara. All proceeds raised from the auction of these items will benefit the American Cancer Society.

Ticketmaster, official ticketing partner of the NFL and 31 NFL clubs and official resale partner of the NFL and all 32 NFL clubs, will contribute 10 cents for every NFL ticket sold on Ticketmaster and the NFL Ticket Exchange during the month of October to the American Cancer Society, up to $40,000. Additionally, Ticketmaster is printing pink tickets throughout the month to show its support. Sports reporter **ERIN ANDREWS** will promote this joint effort and meet with a survivor from the IU Health Simon Cancer Center at the Indianapolis Colts home game on October 6.

Fans can visit [www.NFL.com/pink](http://www.NFL.com/pink) to learn more about the campaign, the youth and high school football initiative, as well as important breast cancer detection information, prevention tips and how to participate in their local American Cancer Society *Making Strides Against Breast Cancer®* walk.

NFL Players will raise money for breast cancer awareness through collective and individual efforts. Through the NFLPA’s One Team for the Cure initiative, approximately 20 players who have been affected by cancer – including St. Louis Rams tight end **JARED COOK**, Denver Broncos wide receiver **DEMARYIUS THOMAS** and Carolina Panthers running back **DEANGELO WILLIAMS** – will have personalized T-shirts available for sale at the One Team Shop. A portion of the proceeds will benefit the Georgetown Lombardi Comprehensive Cancer Center in Washington, D.C. The T-shirts are on sale now until November 30 at [http://OneTeamShop.com](http://OneTeamShop.com).

Many teams will extend the national *A Crucial Catch* platform with local programs, including the distribution of education cards and pink ribbons by volunteers from Zeta Tau Alpha (ZTA) sorority chapters. This year marks the 15th anniversary of ZTA’s ThinkPink Ribbon Distribution Fan Outreach Program, which has donated more than 5 million pink ribbons to NFL fans at games. Teams working with ZTA this year include the Arizona Cardinals, Atlanta Falcons, Baltimore Ravens, Buffalo Bills, Carolina Panthers, Chicago Bears, Cincinnati Bengals, Cleveland Browns, Denver Broncos, Green Bay Packers, Houston Texas, Indianapolis Colts, Jacksonville Jaguars, Kansas City Chiefs, Miami Dolphins, Minnesota Vikings, New England Patriots, New Orleans Saints, New York Giants, New York Jets, Oakland Raiders, Pittsburgh Steelers, San Diego Chargers, Seattle Seahawks, St. Louis Rams, Tampa Bay Buccaneers, Tennessee Titans and Washington Redskins.

Teams will designate home games in honor of national breast cancer awareness month and plan special in-stadium or pregame events with local organizations. Team events are listed below.

### Arizona Cardinals

On Monday, Sept. 30, the Cardinals hosted a Breast Cancer Survivor Dinner at Sapporos in Scottsdale, AZ. Players displayed their skills in the art of teppanyaki cooking by making dinner for survivors. During the game on Sunday, Oct. 6, the Cardinals will create awareness both inside and outside of the stadium. Prior to kickoff, the Cardinals parachute team will jump over University of Phoenix Stadium with pink flags and pink smoke. During the game, the cheerleaders and mascot, Big Red, will wear pink items. The National Anthem will be performed by Amber Carrington, from [Season 4 of the “The Voice,”](http://www.nfl.com/news) whose mother passed away from breast cancer. Halftime will feature a special tribute to breast cancer survivors. Local high school cheerleaders will perform with pink poms and a giant pink ribbon will be unfurled by 80 breast cancer survivors.

### Atlanta Falcons

The Falcons hosted its fifth-annual Dazzle & Dine presented by Belk on Monday, Oct. 1. This event offered five breast cancer survivors a day of pampering and a night of fine dining with players. During the Falcons breast cancer awareness 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 and the Falcons flag used for player introductions will be unfurled by breast cancer survivors and family members.

### Baltimore Ravens

The Ravens will recognize breast cancer awareness month through a variety of initiatives in October. On Friday Oct. 11, the Ravens will provide pink gear and breast cancer awareness field banners to two local high school football teams as they play each other under the lights. During their home game on Oct. 13, they will also host an on-field tribute recognizing local breast cancer survivors and patients currently undergoing treatment. All survivors honored on-field will receive a pink Ravens t-shirt from New Era. Ravens cheerleaders will also be in pink gear for the game and Baltimore's Marching Ravens will sport pink plumes. In addition, on the morning of Oct. 27, “Team
| **Buffalo Bills** | The Bills, ECMC, ECMC Lifeline Foundation, American Cancer Society, Canadian Cancer Society, and Hard Rock Café Niagara Falls, NY are coming together to celebrate the eighth-annual Billeive event for breast cancer awareness. The event, set to take place on Friday, Oct. 11 in Niagara Falls, will include an International PINKTOBER Living Ribbon across the Rainbow Bridge, linking two nations together in their fight against breast cancer. The evening will also include a ceremonial pink illumination of Niagara Falls, a free outdoor concert by Zac Brown Tribute Band and a pink fireworks show. |
| **Carolina Panthers** | The Panthers are partnering with the American Cancer Society for a special high school football “Crucial Catch” program in which 24 of North and South Carolina’s top high school football programs will fundraise at their own “Crucial Catch” pink games during October. In addition, the Panthers are asking fans to submit “Keep Pounding Survivor Stories” to be featured on the team’s website, magazine and Game Time program throughout the month of October. All survivors who submit stories will receive tickets to the Sunday, Oct. 20 Rams vs. Panthers “A Crucial Catch” game. Panthers running back DEANGELO WILLIAMS is captaining the “Williams Warriors” race team for the Komen Charlotte Race for the Cure for the fifth consecutive year. Since its inception, the Williams Warriors have raised $200,000 for cancer research and patient support programs. Susan Olsen, breast cancer survivor and mother of Panthers player GREG OLSHEN, will serve as the team’s honorary “Keep Pounding” drummer prior to kickoff. |
| **Chicago Bears** | The Bears and Bears Care will once again sell “Real Bears Fans Wear Pink” T-shirts benefiting area organizations that provide care and support to breast cancer patients and their families, as well as offer access to critical breast health services to low-income women. On Sunday, Oct. 6 at Soldier Field, breast cancer survivors will help hold the 4th Phase Flag on-field prior to kick-off. The Bears and 4th Phase flags used after the Bears score will be branded in all pink. With assistance from the Chicago Park District, Buckingham Fountain in Grant Park will also be turned pink during the week leading up to the game. |
| **Cincinnati Bengals** | The Bengals will honor breast cancer awareness during their BCA game at Paul Brown Stadium. In the pre-game fan zone area, “The Jungle Zone”, there will be a Women’s Services Van with volunteers distributing information, courtesy of team partner, TriHealth. TriHealth will also be handing out pink hats and the Bengals will recognize a ‘Care Quarterback’ at the game. Pre-game, they will honor the Marvin Lewis Community Fund’s Pink Football Award Winner with a special presentation, including over 200 Ben-Gal Cheerleader Alumni displaying a large pink ribbon. The Pink Football winner also will deliver the pink coin to midfield for the coin toss. |
| **Cleveland Browns** | In recognition of National Breast Cancer Awareness month, the Browns will recognize five survivors tonight during their primetime game. These honorees will join Jim Brown as the honorary coin toss captains. During pregame, there will be a presentation of a symbolic pink ribbon flag and breast cancer survivors from the Cleveland Clinic and surrounding hospitals will be part of this special presentation. On Sept. 24, the Browns hosted the Look Good Feel Better initiative at FirstEnergy Stadium to welcome oncology patients and their loved ones. This national public service program helps cancer patients improve their appearance and self-image. On Sunday, Oct. 12, the Browns will host the American Cancer Society Making Strides Against Breast Cancer walk at FirstEnergy Stadium. Thousands of participants are expected and the Browns will have a team in the walk comprised of staff, Browns Women’s Organization and Kids of the Browns. |
| **Dallas Cowboys** | The Cowboys have partnered with Komen for the Cure to HOPE! FIGHT! CURE! for the month of October. As part of that celebration, the team will host breast cancer survivors and co-survivors to join the Dallas Cowboys Cheerleaders and alumni Cheerleaders in a special pink halftime on Sunday, Oct. 6. Additionally, “Team Cowboys” – the club’s annual race team for the Komen Dallas Race for the Cure – is being expanded to offer all Cowboys fans from across North Texas to join the team. Cowboys cornerback BRANDON CARR and Carr’s mother, a two time breast cancer survivor, will also join Cowboys Executive Vice President, CHARLOTTE JONES ANDERSON, Dallas Cowboys Cheerleaders and Pat Smith, Dallas County Race for the Cure Honorary Chair and wife of NFL Hall of Famer Emmitt Smith, in filming a PSA which will be shown in-stadium and across North Texas leading up to the Race. |
| **Denver Broncos** | The Broncos will welcome 100 breast cancer survivors from Susan G. Komen for the Cure Denver Metropolitan, their season ticket holder pool and Clinica Tepeyac for a special pre-game pink champagne brunch on Sunday, Oct. 13. These VIP guests will then be involved in a special halftime tribute. Additionally, the Broncos will work with Entravision to host a tailgate and live TV remote on site at Clinica Tepeyac on Friday, Oct. 11 to highlight breast cancer survivor stories that afternoon. Clinica Tepeyac is the recipient of the American Cancer Society CHANGE grant from the NFL. Miles the Mascot and cheerleaders will be in attendance to support the effort. The Broncos will also have a team in this year’s Race for the Cure. |
| **Detroit Lions** | The Lions will sponsor and participate in the American Cancer Society Making Strides Against Breast Cancer® walk on Saturday, Oct. 12 in Detroit. The team has designated its Sunday, Oct. 20 game as their A Crucial Catch game. Approximately 100 breast cancer survivors will form the fan |
tunnel for players to run through during pregame introductions. Linebacker STEPHEN TULLOCH is partnering with Lady Jane’s Haircuts for Men and their foundation throughout the 2013 NFL season to raise awareness of childhood and breast cancer in Metro Detroit. Through the partnership, Tulloch and Lady Jane’s will choose a child or family that have been affected by cancer to receive two front row tickets to every Lions home game.

Green Bay Packers
The Packers will recognize National Breast Cancer Awareness month on Sunday, Oct. 6. Lambeau Field and Packers players prominently will feature the color pink in several ways. In the hours leading up to kickoff, the American Cancer Society will coordinate a station encouraging women to receive a mammogram reminder and fans to donate to the cause. Fans will receive pink Kohl’s Cares rally towels entering the stadium. Fifty breast cancer survivors will be on the field making up the gauntlet for players to run through during introductions and thirty survivors will be holding a large pink ribbon on the field during the National Anthem. The Packers Women’s Association, in partnership with the American Cancer Society, will coordinate a powder puff football game on Tuesday, Oct. 22, with all proceed benefitting the American Cancer Society and the fight against cancer. Finally, pink lights will glow around the Bellin Health Gate of Lambeau Field throughout the entire month of October.

Houston Texans
On Oct. 1, the Texans launched an online fundraiser, Texans Care for Komen that benefits Susan G. Komen for the Cure Houston. Fans can make a monetary donation online and get a chance to win Texans tickets for the Pink Ribbon game. Also on Oct. 1, Texans Cheerleaders, Kroger and Houston Methodist Hospital teamed up to reward six breast cancer survivors with the ultimate shopping spree in a local Kroger. On Saturday, Oct. 5, the Texans will be a sponsor at the Susan G. Komen Race for the Cure. During the team’s Pink Ribbon game, the Texans will honor Mrs. McNair and Debbie Phillips as the Texans Coin Toss Captains. Over 50 breast cancer survivors and their caregivers will be invited to a special game day experience. Nancy Curtis will sing the national anthem and Kroger will do a stadium card stunt that will showcase the names of their loved ones they are celebrating.

Indianapolis Colts
For the third consecutive year, the Colts will turn Indianapolis’ downtown canal pink in honor of breast cancer awareness month. The public is invited to the free “Pinking of the Canal” event, presented by Pools of Fun, on Friday, Oct. 4, from 11:30 a.m. – 1 p.m. at the Ohio Street Basin of the Canal. The Colts are also dedicating their Sunday, Oct. 6 game to breast cancer awareness month and will include several game-day activities to recognize survivors and engage their fans in this important cause. For a second year in a row, the Colts are excited to launch 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. 15.

Jacksonville Jaguars
On Thursday, Oct. 17, the Jaguars will host an NFL 101 for Women event with a portion of the proceeds and silent auction benefitting “In The Pink,” a non-profit boutique for women living with cancer. At the Jaguars game on Sunday, Oct. 20, the team will be led out onto the field by a breast cancer survivor. Additionally, the American field flag will be held by 60 breast cancer survivors during the national anthem. The Jaguars Foundation’s 50/50 Raffle For Charity will benefit Baptist Health’s Hill Breast Center.

Kansas City Chiefs
The Chiefs will join the University of Kansas Hospital on Sunday, Oct. 6 to host a Look Good Feel Better session along with the American Cancer Society for individuals going through cancer treatment. On Sunday, Oct. 13, the Chiefs’ annual breast cancer awareness game will be presented by Hy-Vee and The University of Kansas Hospital. One hundred breast cancer survivors and honorees will participate in various on-field pregame festivities and recognitions. The Chiefs Women’s Organization will be on site outside the Arrowhead Stadium gates distributing a limited edition EyeBlack with A Crucial Catch messaging. Additionally, the team will recognize one honoree who is a breast cancer survivor, caregiver or has furthered the cause of breast cancer awareness. Honorees will sit in a sole pink seat in Arrowhead Stadium during each of the three October home games. Rounding out the game day initiatives in October, the team will hold a series of silent auctions for items, including a number of game-worn equipment and signed pink merchandise. All proceeds from each endeavor will go to support The University of Kansas Cancer Center Breast Surgery Center.

Miami Dolphins
The Dolphins Women’s Organization will be passing out Breast Cancer Awareness stickers provided by Baptist Health Breast Center. The Miami Dolphins Foundation will be presenting a $10,000 scholarship to a student who has lost a parent to Breast Cancer.

Minnesota Vikings
On Tuesday, Oct. 22 the Vikings will host their third-annual Breast Cancer Survivor luncheon.

New England Patriots
On Sunday, Oct. 13 the Patriots host 150 breast cancer survivors on the field prior to the game. They will be donning pink hats and will join the Patriots cheerleaders, who will also be wearing pink, on the field to create a pink breast cancer ribbon on the field. The 150 survivors will include season ticket holders, club seats holders and premium seating members as well as some Patriots players and staff member family members who are breast cancer survivors.

New Orleans
Saints Owner/Vice Chairman of the Board RITA BENSON LeBLANC along with Saints Punter

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### Saints

THOMAS MORSTEAD were honored at Susan G. Komen New Orleans' Kickdat Event in September along with local breast cancer survivors. Saints players will visit the chemo ward and Tansey Breast Center of Ochsner Health System to distribute tote bags filled with Saints/Ochsner pink items. At their Sunday, Oct. 27 Breast Cancer Awareness game, team partner Ochsner Health System will recognize breast cancer survivors during a pre-game presentation as part of the Ochsner Heroes program. They will also provide pink bandanas for all fans entering the game and will be using pink press conference banners throughout the entire month. The Mercedes-Benz Superdome will be lit pink on the day of the game. The Saints are also participating in the local Susan G. Komen Race for the Cure, as Saints Owner/Vice Chairman of the Board RITA BENSON LEBLANC will serve as honorary chair of the race.

### New York Giants

The Giants will be having their annual breast cancer awareness game on Sunday, Oct. 6. On hand will be hundreds sorority sisters who will be passing out pins/stickers in support of the Susan G. Komen Foundation. Additionally, the Giants will have an on field recognition where they will be paying tribute to the children of breast cancer survivors. The children will be asked to join their mothers on the field as they unfurl the pink ribbon on the 50 yard line during pre-game. A donation will also be made to the American Cancer Society in support of A Crucial Catch.

### New York Jets

The Jets will honor Tina, a breast cancer survivor that was impacted by A Crucial Catch, as an honorary captain at their game. In addition, the Atlantic Health Jets Women's Organization (AHJWJO) will participate in the American Cancer Society's Making Strides Against Breast Cancer Walk on Oct. 27. The AHJWJO has been the number one NFL affiliated walk team the past three years, raising over $40,000.

### Oakland Raiders

The Raiders Breast Cancer Awareness game will be on Sunday, Oct. 6th against the Chargers. During the pregame celebration, a pink ribbon flag will be unfurled by sorority ZTA sorority members as part of their nationally recognized “Think Pink” campaign. The Raiders will also be giving away pink ribbon caps and commemorative lapel pins adorned with the pink ribbon to season ticket holders in attendance. The Raiderettes will perform with pink poms and a special pink vest throughout the game.

### Philadelphia Eagles

Jefferson and the Eagles kicked off the Tackling Breast Cancer initiative on Oct. 1 with a digital push on PhiladelphiaEagles.com. In addition to the ad banners throughout the site, they introduced a new, dynamic Tackling Breast Cancer social media hub where fans can engage, post pictures and share comments about their journey to tackling breast cancer. On Monday, Oct. 14, the Eagles will host a community event with representatives from Bring Hope Home, an organization that is dedicated to emotionally and financially supporting local families battling cancer. On Tuesday, Oct. 15, the Premium Services Department will host a VIP Pink Party for season ticket holders and premium clients. The Eagles game on Sunday, Oct. 20 will be dedicated as the TBC game. On the concourse, fans will have the opportunity to engage with Jefferson’s volunteers who will be on-site to sell hats. Snapple will continue with their pink rally towels as done in previous years.

### Pittsburgh Steelers

The Steelers will once again be doing a 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 breast cancer awareness game on Sunday, Oct. 20 and will again honor breast cancer survivors from ACS 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.

### St. Louis Rams

In recognition of the their breast cancer awareness game, the Rams have worked with team partners Schnucks and Dr Pepper to include 50 ladies who have fought or are currently fighting breast cancer in the “Schnucks’ Survivor Tunnel presented by 7UP Ten.” At halftime, the current Rams cheerleaders will join with alumni cheerleaders and junior cheerleaders for a special “Cheer for a Cure” performance. Prior to the game, Rams players including tight end JARED COOK, whose mother is a breast cancer survivor, center BARRETT JONES and running back ISAIAH PEAD will participate in breast cancer awareness rallies at the Rams corporate headquarters with Crucial Catch team partners: Ameren, Express Scripts and Maritz. The Rams are also working with American Cancer Society to host a special private reception for breast cancer survivors at the team’s practice facility.

### San Diego Chargers

During their Sunday, Oct. 14 game, the Chargers will hold their annual A Crucial Catch celebration on the field by honoring 30 breast cancer survivors pre-game. The game is sponsored by UCSD Medical Center. As part of the pre-game festivities two large pink ribbons will be unveiled on the field and the Chargers will support one Honorary Captain, a breast cancer survivor, with a donation to their American Cancer Society Making Strides Against Breast Cancer® team. On Tuesday, Oct. 8, the Chargers will host a mobile mammography event at Qualcomm stadium in coordination with Komen, San Diego and the San Diego Family Health Centers. During the all-day event, 40 free mammograms will be provided to underserved women in the community and early detection information will be distributed. Sign-ups will also be taken for mammograms at other locations. Players will be in attendance throughout the day. Chargers Wives Club will be assisting throughout the day, in addition to helping with refreshments and goodie bags for attendees.
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<tr>
<th>San Francisco 49ers</th>
<th>As the featured game on Sunday Night Football on Oct. 6, the 49ers are honored to be able to help kick off breast cancer awareness month with a week of BCA-related activities. On Wednesday, Oct. 2, the 49er honored members of the 49ers family who have been impacted by breast cancer by treating them to a “Spa Crawl” throughout Palo Alto with services donated by Juut Salon and SkinSpirit, followed by dinner hosted by Nola Restaurant and served by their 49ers team members. The game on Sunday, Oct. 6 will begin with the national anthem being performed by three-time Grammy nominee, MANDISA. Her latest single, Overcomer, was inspired by a friend who was pregnant while battling breast cancer. She will be flanked by members of the 49ers family who are survivors. At half time, 75 survivors will be welcomed to the field in a moving ceremony, featuring a lyrical dance by 49ers Gold Rush and the unfurling of a giant pink ribbon. Once assembled, 49ers alumni players will present each survivor with a long stemmed pink rose.</th>
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<tr>
<td>Seattle Seahawks</td>
<td>The Seahawks will recognize breast cancer awareness at their Sunday, Oct. 13 game. During the game, the Sea Gals will use neon pink poms and will wear neon pink boots. During halftime, the Sea Gals will be joined by high school dance teams to honor local survivors. The two video boards will have pink ribbons on the bottom of the screen during the entire game. On Saturday, Oct. 12, the Seahawks Women’s Association will host a Football 101/201 Clinic with proceeds benefitting the local chapter of Gilda’s Club. The Seahawks Pro Shop will be selling a variety of pink merchandise throughout the month with a pledge to donate 10 percent of the sales to Gilda’s Club. The CenturyLink Field arch lights will be pink Wednesday and Thursday nights throughout the month of October.</td>
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<td>Tampa Bay Buccaneers</td>
<td>On Sunday, Oct. 13, the inaugural Tampa Bay Buccaneers Treasure Chests 5K charity race benefitting American Cancer Society, Florida Cancer Specialists Foundation and Moffitt Cancer Center will take place at Raymond James Stadium. During the Buccaneers breast cancer game, the team will be welcomed to the field by 90 children with parents affected by breast cancer and oncology nurses from across Florida. 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 enjoy the game from the players’ Front Row Fans sections. The Treasure Chests 5K race winners will serve as honorary coin toss captains and halftime will include 500 race participants. Pink flags will fly from the pirate ship in Buccaneer Cove and all fans will receive a custom Buccaneers pink &amp; red rally towel upon entry.</td>
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<td>Tennessee Titans</td>
<td>The Titans will recognize and salute 18 survivors prior to their Breast Cancer Awareness game. The survivors will then join the Titans cheerleaders in line formation during player introductions prior to kickoff. Saint Thomas Health’s Mobile Mammography Coach will be stationed at LP Field with Saint Thomas’ staff sharing information regarding importance of early screening and breast health. For the first time, the Titans are partnering with Susan G. Komen Greater Nashville to raise money and awareness regarding the importance of breast health and early detection. Fans have the opportunity to purchase a personalized Pink Ribbon Sign to recognize a survivor or in memory of a loved one who has lost their battle with breast cancer. Proceeds from the sales will go toward Komen Nashville’s support of the Saint Thomas Mission in Motion Mobile Mammography Coach.</td>
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<td>Washington Redskins</td>
<td>Fans attending the Redskins game on Sunday, Oct. 20 will be welcomed by TANYA SNYDER, wife of Redskins owner DAN SNYDER and NFL Breast Cancer Awareness Spokesperson. In honor of the five million pink ribbons being distributed this year, the Redskins and ZTA will create a human pink ribbon on the field at halftime. On Tuesday Oct. 15, the Redskins and the American Cancer Society will host the sixth-annual All-Star Survivors Celebration for area women currently battling breast cancer. 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.</td>
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