



**UNITED IN THE FIGHT
AGAINST BREAST CANCER**



NFLPA

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**NFL SUPPORTS NATIONAL BREAST CANCER AWARENESS MONTH
WITH A *CRUCIAL CATCH* CAMPAIGN**

INITIATIVE BENEFITS THE AMERICAN CANCER SOCIETY

**PARTNERSHIP FUNDS OUTREACH AND BREAST CANCER SCREENINGS
IN ALL 32 NFL MARKETS**



The National Football League, the NFL Players Association and the American Cancer Society are teaming for the seventh year to support October's National Breast Cancer Awareness Month with "*A Crucial Catch: Annual Screening Saves Lives*," campaign, reminding women about the importance of having a regular mammogram and taking control of their breast health.

More than \$8 million has been raised for the American Cancer Society through the partnership, with the majority of the donation coming from the sale of pink merchandise at retail and the NFL Auction website. 100% of proceeds from pink products auctioned on NFL Auction go directly to the American Cancer Society (ACS). 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 American Cancer Society's Community Health Advocates implementing Nationwide Grants for Empowerment (CHANGE) program that provides outreach and breast cancer screenings to women in underserved communities. This season marks the first year all 32 NFL team markets will receive a \$50,000 CHANGE grant. Since 2012, grant recipients have provided more than 64,000 screenings and nearly 150,000 women have received education on the benefits and importance of breast cancer screenings.

CHANGE grant recipients, the American Cancer Society and the NFL are teaming for the second annual *A Crucial Catch Day* on Oct. 13. On that day, all 32 grant recipients will host education sessions and screenings at their facilities and many NFL teams will participate in these awareness activities, bringing these potentially life-saving messages and screening services to the women who need them most. Fans may participate in A

Crucial Catch Day and the fight against breast cancer by visiting NFL.com/pink and signing up for a personal screening reminder, donating to the American Cancer Society and posting a social pledge to get screened using #NFLPink.

Tonight's Thursday Night Football game featuring the Ravens vs. Steelers will kick off this year's *A Crucial Catch* campaign (8:25 p.m., CBS/NFL Network). Pittsburgh will recognize 21 breast cancer survivors during a pregame ceremony. Survivors will be on-field for warm ups sporting pink Steelers t-shirts and will participate in the Terrible Towel Twirl, led by breast cancer survivor **GLADYS BETTIS**, mother of Hall of Famer **JEROME BETTIS**.

Debuting during tonight's game is the new NFL breast cancer awareness PSA featuring Tracie Kimbrough, 53, a breast cancer survivor, American Cancer Society volunteer and Los Angeles native. Kimbrough had a double mastectomy and underwent breast reconstruction. Her sister, Cheryl McFown, 51, of Valencia, Calif. was diagnosed in 2003 and their two aunts and maternal grandmother also battled the disease.

"Breast cancer is a secret you don't want to keep. Be your own health advocate and talk to your doctor about the best screening options for you," Kimbrough said. "Get mammograms. The earlier cancer is detected, the better your chance of beating it."

Beginning tonight and continuing throughout the month, NFL breast cancer awareness games will feature:

- Game balls with pink ribbon decals used for every down and pink kicking tees
- Pink equipment for players including: cleats, wristbands, gloves, sideline caps, helmet decals, captains' patches, chin straps, shoe laces, skull caps, sideline towels, eye shield decals and quarterback towels
- Pink Bose headsets for coaches
- Pink coins used for the coin toss
- Team specific New Era hats with pink accents for coaches and sideline personnel
- Pink ribbon pins for coaches and teams
- Pink caps, 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 pompoms, shirts and wristbands for cheerleaders

Game-worn pink merchandise and footballs will be autographed post-game and auctioned at NFL Auction (nfl.com/auction). All NFL Auction proceeds from the sale of breast cancer awareness items during the month of October will go to the American Cancer Society. Special pink merchandise will be available at various retailers, including NFLShop.com, neweracap.com, nike.com, in-stadium retail stores, at Dick's Sporting Goods, Lids and more, with a portion of proceeds going to breast cancer charities.

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. Pink Bose headsets and pink Gatorade towels will be used on the sidelines at every *A Crucial Catch* game. Many other partners including P&G and EA will support *A Crucial Catch* through products and promotions.

Ticketmaster, the Official Ticket Exchange of the NFL and NFL clubs, will contribute one dollar for every NFL ticket sold on Ticketmaster and the NFL Ticket Exchange during the month of October to the American Cancer Society, up to \$35,000. Ticketmaster will also print pink tickets throughout the month.

The NFL and the American Cancer Society extended *A Crucial Catch* to the youth and high school level again this year. USA Football, Kansas City Chiefs Head Coach **ANDY REID** and Houston Texans Head Coach **BILL O'BRIEN**, sent a note to youth and high school football coach across the country offering ideas for how schools and teams can "go pink." Interested fans may visit cancer.org/ACrucialCatch to get involved. Nearly half of NFL clubs are supporting youth and high school initiatives in their team markets.

Teams designate home games in honor of National Breast Cancer Awareness Month and plan events with local organizations. During the primetime game on Oct. 4 between the Cowboys and Saints (8:30 p.m., NBC),

breast cancer survivors will accompany **MEGAN LINSEY** from NBC's *The Voice* during the national anthem. Breast cancer supporters will unfurl the Saints flag pregame.

Country music star **CRAIG MORGAN** will headline the Bills 10th Annual Believe event on Oct. 2, Grammy award winner **GLORIA GAYNOR** will perform her No. 1 hit *I Will Survive* at the Cardinals game on Oct. 4 and four-time Grammy award winner **YOLANDA ADAMS** will sing the national anthem at the Texans game on Oct. 8. Below are ways teams are supporting National Breast Cancer Awareness Month throughout October.

Arizona Cardinals	On Oct 2, the Cardinals are sponsoring their 9 th annual high school "Pink Game" by supplying two local high schools with pink shoelaces, gloves, socks and wristbands. Both teams' coaches will be provided with BCA hats to use during the game. Players, including Cardinals quarterback DREW STANTON , mascot Big Red, Cheerleaders, and NICOLE BIDWILL will join breast cancer survivors from both schools at halftime for a special presentation. The Cardinals will team up with Zeta Tau Alpha sorority to hand out breast cancer awareness ribbons to fans during the game on Oct. 4. The beneficiary of Sunday's 50-50 raffle will be the American Cancer Society. Prior to kickoff, the Cardinals parachute team will jump over University of Phoenix Stadium. The Cardinals flag team will be using pink flags, Cardinals Cheerleaders will be using pink poms throughout the game and Grammy award winner GLORIA GAYNOR will sing the National Anthem. Halftime will feature 175 breast cancer survivors and the Cardinals Cheerleaders performing to a live rendition of "I Will Survive" performed by GAYNOR .
Atlanta Falcons	The Falcons will host its first Breast Cancer Awareness Week presented by Northside Hospital dedicated to honoring breast cancer patients currently undergoing treatments and survivors from Oct. 4-11. Breast cancer fighters and survivors will be honored in pregame and halftime ceremonies during Atlanta's BCA game on Oct. 4. The week events feature hospital visits, the 7 th Annual Dazzle and Dine event, support group visits and a high school football breast cancer awareness game.
Baltimore Ravens	On Oct. 11, 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 participate in <i>A Crucial Catch Day</i> on Oct. 13 at Family Health Centers of Baltimore. On Oct. 14, the team will host a special Ravens "Twisted Paint" night at M&T Bank Stadium for women who are breast cancer survivors or undergoing treatment. On Oct. 18, "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. 23.
Buffalo Bills	On Oct. 2, the Bills and ECMC will host the annual Believe event, raising breast cancer awareness and celebrating survivorship in Western New York. The event includes a VIP party with Bills players and a free public concert featuring country music star CRAIG MORGAN . The ECMC Foundation and the American Cancer Society will be on-site distributing information regarding available resources in the area. The celebration will continue at the Oct. 4 Bills game by welcoming 50 survivors on-field to form Stampede Row, ECMC staff donning pink scrubs while holding a pink field ribbon, a breast cancer survivor game ball delivery, and a pink themed youth football halftime scrimmage.
Carolina Panthers	Throughout October, the Panthers will partner with the American Cancer Society to bring the <i>A Crucial Catch</i> experience to local high schools through the High School A Crucial Catch fundraising 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. 3. During the Panthers' BCA game on Oct. 25, Carolina will host nine breast cancer survivors and their guests in a suite. Survivors will be treated to an exclusive shopping experience and spa treatment the day prior, compliments of Belk. Zeta Tau Alpha volunteers will distribute 73,000 pink ribbons to fans before the Oct. 25 game. CANDICE GLOVER , American Idol Season 12 winner, will perform at halftime. The performance will be flanked by two large pink banners held by breast cancer survivors or those affected by the disease.
Chicago Bears	Bears Care hosted breast cancer survivors and representatives from 14 Chicago and northwest Indiana organizations at Halas Hall for a luncheon and to kickoff of its 2015 Real Bears Fans Wear Pink campaign. A total of \$150,000 in grants was awarded this year, with over \$850,000 to date. On Oct 4, the national anthem will be sung by <i>Sing to Live</i> , 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. Honorary captains for the game will be the sister and daughter of a woman and Bears fan who lost her battle with breast cancer. Bears Care and partner NorthShore University HealthSystem will make the 2015 Real Bears Fans Wear Pink shirt available to fans at Soldier Field on Oct. 4 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	The Bengals will honor those affected by breast cancer during their game on Oct. 4. Team partner, TriHealth, will distribute information and pink scarves to women as they enter the game at the Women's Services Van in the pre-game Jungle Zone. More than 100 members of the Zeta Tau Alpha sorority will distribute 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.
Cleveland Browns	The Browns will host a team in the Making Strides Against Breast Cancer Walk on Oct. 11 at FirstEnergy Stadium. Browns players will also visit University Hospitals Seidman Cancer Center to interact with families and individuals impacted by breast cancer. ZTA volunteers will distribute pink ribbons to fans while the stadium will be lit pink throughout October. On Oct. 11, Browns cornerback Tramon Williams will also present a gameday incentive-based program to raise funds for the American Cancer Society. 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. BCA will be a focus as the Browns face the Broncos on Oct. 18, when the team will recognize survivors who hold the symbolic pink ribbon flag on the field.
Dallas Cowboys	The Cowboys will host a PINK KOMEN activation on Oct. 11 that will include recognizing five Star (breast cancer) Survivors pregame on field with CHARLOTTE JONES ANDERSON and NANCY BRINKER , founder of Susan G. Komen, a halftime performance with Dallas Cowboys Cheerleaders and a cast of 200 survivors and co-survivors forming two giant pink awareness ribbons, as well as Komen fan engagement opportunities on the stadium plazas.
Denver Broncos	The Broncos will honor more than 100 cancer survivors, treat them to a pregame pink champagne brunch and recognize them on field at half time during their BCA game on Oct. 4. The halftime show will feature a special live performance by <i>The Voice's</i> LUKE WADE and MIA Z , who have partnered to record "Ain't No Mountain High Enough" with all proceeds from the sale of the single benefitting Susan G. Komen and the fight against breast cancer. Members of the Zeta Tau Alpha sorority will be at the stadium distributing 75,000 pink ribbons to fans.
Detroit Lions	The Lions will be hosting more than 100 Breast Cancer survivors during their game on Oct. 11 with various pre-game activities including yoga on the field, pink ribbon ceremony, and a player introduction fan tunnel. Team partner Henry Ford Health Systems (HFHS) will be showcasing their <i>Game on Cancer</i> program to raise awareness and support the fight against cancer. 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 Rookies to the HFHS Cancer Infusion Center. Proceeds from the in-stadium 50/50 raffle will benefit <i>Game on Cancer</i> . Local members of the Zeta Tau Alpha sorority will distribute pink ribbons to fans.
Green Bay Packers	During the Packers game on Oct. 11, Zeta Tau Alpha sorority sisters will distribute 25,000 pink ribbons to fans pregame. The Packers will help raise funds for the Breast Cancer Family Foundation by selling pink rally towels and bucket raffle items at the De Pere vs. Bay Port high school football game. Lambeau Field's Bellin Health Gate will also be lit with pink lights during the month of October.
Houston Texans	On Oct. 8, the Texans will celebrate Pink Ribbon Day. Fans entering NRG Stadium will be greeted by members of Zeta Tau Alpha sorority handing out pink ribbons. Texans Season Ticket Members will be holding the Texas flag alongside their biggest cheerleaders – their family and friends who helped them in their cancer battle. The Homefield Advantage Captain leading the team out of the tunnel will be eight-time NBA All-Star DWIGHT HOWARD of the Houston Rockets. Four-time Grammy award winner YOLANDA ADAMS will sing the national anthem and Texans staff members affected by breast cancer will be the coin toss captains, including the First Lady of the Houston Texans, JANICE MCNAIR . At halftime, breast cancer survivors will dance on-field alongside Houston Texans Cheerleaders clad in pink for a fun halftime show featuring national recording artist, OMI as he sings his #1 hit song, "Cheerleader."
Indianapolis Colts	The Colts will host the Pinking of the Canal event on Oct. 2. Festivities include live music, free limited edition Colts Pink posters and appearances by the Colts Cheerleaders. The Colts will also provide a day of pampering for 10 women either battling breast cancer or who have survived the disease.
Jacksonville Jaguars	On Oct. 15, the Jaguars Women's Association will host, "MEET ME AT THE 50", with keynote speaker, SUZY KOLBER of ESPN. KOLBER will speak to more than 300 women about her 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. On Oct. 18, during the Jaguars' BCA game

	<p>vs. Houston, the Jaguars will be teaming up with Zeta Tau Alpha to distribute breast cancer awareness ribbons to fans as they arrive at the stadium. Approximately 100 breast cancer survivors will be invited to hold the American field flags in addition to a large pink BCA ribbon during the national anthem. At halftime, the Bethune-Cookman University Marching Wildcats band will be performing a “Survivor” themed show as a tribute to breast cancer survivors and breast cancer awareness.</p>
Kansas City Chiefs	<p>On Oct. 11, the Chiefs’ annual BCA game will be presented by Hy-Vee and 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 touched by breast cancer to honor their name on the Arrowvision video boards during the team’s halftime show while Zeta Tau Alpha volunteers also 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. Honorees will sit in a sole pink seat in Arrowhead Stadium during each October home game. Rounding out the game day initiatives, 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. The Chiefs and its defensive backs will then join the University of Kansas Hospital on Oct. 13 to host a <i>Look Good Feel Better</i> session along with the American Cancer Society for individuals going through cancer treatment.</p>
Miami Dolphins	<p>On Oct. 13, the Dolphins will host a BCA Yoga event. In partnership with Susan G. Komen and Living Beyond Breast Cancer (LBBC), Dolphins players, Miami Dolphins Women’s Organization (MDWO) and cheerleaders will participate in a yoga class with Breast Cancer patients and survivors taught by a team yoga instructor. On Oct. 25, during the team’s BCA game, the MDWO will host a Silent Auction of Pink items and signed memorabilia pregame on the Grand Plaza of Sun Life Stadium. MDWO are encouraged to bring items which best represent their significant others to be auctioned off to benefit the Miami Dolphins Foundation. MDWO members will staff the auction and distribute pink Zeta Tau Alpha ribbons prior to game.</p>
Minnesota Vikings	<p>On Oct. 13, the Vikings will host a luncheon at CRAVE restaurant for breast cancer survivors and caregivers. Assisting in the luncheon will be current players, alumni, cheerleaders and Viktor the Viking. Vikings fans who are breast cancer survivors will present a pink ribbon on the field during pregame. Members of Zeta Tau Alpha (ZTA) and the American Cancer Society (ACS) will be passing out pink ribbons to fans entering the game. A survivor’s story will be shared during a break in the game and that individual will be recognized on-field.</p>
New England Patriots	<p>The Kraft family and the Patriots will have more than 300 breast cancer survivors and their care givers take part in the pregame ceremonies on Oct. 25. Attendees will wear pink and form a ribbon on the middle of the field. The game will also feature a \$50,000 check presentation from the Kraft family and New England Patriots Charitable Foundation to support the American Cancer Society and breast cancer screenings at the Hilltown Community Health Center of Huntington, Mass. Throughout the month, Patriots players will make visits to Boston area hospitals to meet with breast cancer survivors, provide them with Patriots themed gifts and thank hospital staff for their efforts.</p>
New Orleans Saints	<p>Saints players will visit the chemo ward at Ochsner Health System to distribute Saints/Ochsner BCA items to patients. During the Oct. 4 BCA game, the Charity Spotlight of the game will be the Gayle and Tom Benson Cancer Center. Pre-game, breast cancer survivors will accompany the anthem singer, MEGAN LINSEY from NBC’s <i>The Voice</i>, along with her loved one who is battling breast cancer, during the performance. Breast cancer supporters will form the Saints flag unfurling crew pre-game. Electronic messaging will be displayed throughout the game celebrating the initiative. 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 rally towels to fans entering the Mercedes-Benz Superdome. Volunteers from Komen New Orleans will serve as a gate giveaway crew. There will be a Breast Cancer Awareness halftime tribute by SOUTHERN UNIVERSITY’S MARCHING BAND. Zeta Tau Alpha sorority members will distribute information cards and pink ribbons at the game. Breast cancer survivors and volunteers from Komen New Orleans and the American Cancer Society will receive tickets to the game. The Mercedes-Benz Superdome will be lit pink on the day of the BCA game. The Saints will also sponsor and will have a team participate in the New Orleans Komen Race for the Cure on Oct. 24. Throughout October, the Saints official website will also be shaded pink.</p>
New York Giants	<p>The Giants will host an on-field pregame ceremony with season ticket members who are breast cancer survivors at New York’s BCA game on Oct. 11. Members of Zeta Tau Alpha sorority will be accepting donations in the parking lots prior to the game – all proceeds will be donated to local breast cancer organizations.</p>

New York Jets	The Jets will partner with the American Cancer Society to recognize survivors as honorary captains for our Breast Cancer Awareness game on Sunday, Oct. 18. The Atlantic Health Jets Women's Organization will partner with Zeta Tau Alpha to distribute pink ribbons to fans as they enter the stadium.
Oakland Raiders	The Raiders will be hosting an "Evening with the Raiders" at their practice facility in Alameda, Calif. to kick off their BCA campaign. Survivors and their caregivers will be treated to a tour of the facility and an intimate dinner with Raiders players. Survivors and caregivers are also invited to attend and participate in the pregame ceremony at the BCA game on Oct. 11. Guests will participate in a pregame ceremony unveiling the large pink ribbon on field. Music stars Richie Sambora and Orianthi, whose mother is a breast cancer survivor, will perform the National Anthem. In addition during the game, the Raiders Women Association (RWA), which consists of spouses and significant others of players, coaches and staff, will recognize those who have been affected by breast cancer. The RWA will visit the Tri-City Health Center in Fremont on Oct. 13, pass out pink Raiders caps and meet women who are attending Crucial Catch Day to receive education and make mammogram appointments. The Raiders will be recognized by the American Cancer Society as winning the "Quality of Life" award for their contribution to the cause in the 2014 season. To kick off the 2015 fundraising campaign, the Raiders will recognize California's Clayton Valley Charter high school for being the highest fundraising school in the Crucial Catch program in the State.
Philadelphia Eagles	On Oct. 5, the Eagles will hold community Monday with Eagles Care Partners 'Family Lives On'. Eagles' players and families affected by breast cancer will join seniors from the South Philadelphia HS Football team to tie-dye socks which the team will wear during their Tackling Breast Cancer game. This is one of several HS Football teams that Eagles will be working with throughout the month to assist them with creating their own "pink" games.
Pittsburgh Steelers	During the Steelers BCA game on Oct. 1, 21 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 pink Steelers t-shirts and will have pink Terrible Towels. The survivors will be a part of the Terrible Towel Twirl, which will be led by GLADYS BETTIS , mother of Hall of Famer JEROME BETTIS , who is a breast cancer survivor. There will be a check presentation from UPMC and Ford to Komen Pittsburgh on Oct. 23. Steelers' players will cook for a group of breast cancer survivors at Magee Women's Hospital.
St. Louis Rams	Zeta Tau Alpha volunteers will be outside the Edward Jones Dome passing out pink breast cancer awareness ribbons to Rams fans as they enter the stadium for St. Louis' BCA game on Oct. 25. The Rams will also be giving out hand roll banners featuring six current players outfitted in their pink as the gameday giveaway. The back of the hand roll banners will promote a free online breast cancer screening quiz provided by team partner Quest Diagnostics. This season, the Rams launched <i>A Crucial Catch</i> ticket package where fans can purchase a single game ticket package that includes a Rams commemorative cap and a donation to the American Cancer Society. During player introductions, 50 women who have fought or are currently fighting breast cancer will form a "survivor tunnel" which players will run through as the team takes the field. At halftime, Rams cheerleaders will join with Rams alumni and junior cheerleaders for a special "Cheer for a Cure" performance. The proceeds from the halftime performance will benefit breast cancer charities. The team also pledged an additional \$1,000 to American Cancer Society for every Rams' reception during the game. Prior to the game, the Rams will partner with the American Cancer Society to host a "Look Good Feel Better" inspired event at the team's practice facility. Cosmetologists will attend and provide makeup and hair advice for women going through treatment. Immediately following the event, participants are invited to a private reception with Rams players and cheerleaders.
San Diego Chargers	The Chargers will hold a free mobile mammography event at the stadium on Oct. 8 prior to their BCA game. On gameday, San Diego will recognize 40 breast cancer survivors on the field during pre-game activities in partnership with the American Cancer Society. These ladies will form a pink ribbon for a check presentation and then remain on field for the National Anthem. Zeta Tau Alpha sorority members will provide pink ribbons and information cards at the gates. Additionally, 120 sorority sisters will carry the flag, a giant pink ribbon and stars during the national anthem.
San Francisco 49ers	The 49ers will host friends, family and 49ers faithful fans who have battled or are currently battling breast cancer for a unique event on Sep. 30, incorporating football and pampering services including manicures, massages and make-up. These individuals and their most significant supporters will rejoin the team for the 49ers BCA game on Oct. 4, participating in a special halftime ceremony expressing the importance of early detection, as well as their support systems. The game will also include a special tribute to former 49ers Total Access Host and Gold Rush member, Melissa Galvin Dobson who lost her battle earlier this year, as well as a stadium drive which will raise funds for American Cancer Society. Lastly, the 49ers are taking advantage of NFL <i>A Crucial</i>

	<p><i>Catch</i> initiatives by supporting two local high school teams in their BCA game on Oct. 9 and <i>A Crucial Catch Day</i> in San Francisco on Oct.13.</p>
Seattle Seahawks	<p>During the month of October CenturyLink Field arch lights will be pink every Wednesday and Thursday. During the Seahawks BCA game on Oct. 5, the national anthem will be sung by Bellevue native MEGAN HILTY, who has starred in several Broadway shows including "Wicked" and "9 TO 5: The Musical" and recently played the role of "Ivy" on the NBC musical drama SMASH. The local chapter of Zeta Tau Alpha sorority will distribute 30,000 pink ribbons to fans as they enter the stadium Sea Gals will honor local survivors during halftime with an on-field performance wearing pink boxing gloves along with more than 200 local high school dancers, with accented pink boots and pink poms.</p>
Tampa Bay Buccaneers	<p>Before the Bucs' BCA game on Oct. 11, the team will host the 3rd annual Treasure Chests 5K Run/Walk & Corporate Challenge around 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; a veteran affected by breast cancer honored as the military Hero of the Game; eight military families battling breast cancer honored in the Salute to Service Suite; oncology nurses and children of breast cancer patients welcoming the team to the field; 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; custom pink flags flying from the Buccaneers' Pirate Ship; and Buccaneers players and coaches wearing pink apparel to be auctioned off at nflauction.nfl.com to support the American Cancer Society.</p>
Tennessee Titans	<p>The Titans will kick off breast cancer awareness month by honoring survivors on-field during their annual BCA game on Oct. 11. All 69,000 fans attending the game will receive pink sunglasses displaying the breast cancer ribbon decal, courtesy of Saint Thomas Health and Coca-Cola. 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 BCA apparel and equipment to six 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. 13, the Titans will support <i>A Crucial Catch Day</i> at Matthew Walker Comprehensive Health Center. Current and alumni players, as well as Titans cheerleaders, will be on-site to support women as they are screened for breast cancer. On Oct. 26, the Titans will host the fourth annual Football 101 for Ladies to benefit the Tennessee Breast Cancer Coalition (the TBCC). The TBCC uses the money raised through this event to provide financial assistance to women in need due to inability to work or mounting medical expenses incurred while undergoing treatment for breast cancer, from preventing evictions to paying utility and health insurance bills.</p>
Washington Redskins	<p>The Redskins' BCA game Oct. 4 will kick off the organization's breast cancer awareness efforts. The team will host the 8th annual All-Star Survivors Celebration to pamper, support and celebrate 31 women currently battling breast cancer. On Oct. 9, Washington will host the first of three Friday Night Lights THINK PINK! Initiative, a new partnership between the Washington Redskins Charitable Foundation and six local high schools, designed to promote breast cancer awareness and the importance of early detection in high school featuring pink gear and stadium equipment from the Redskins' Breast Cancer Awareness Game. Limited edition team T-shirts will be sold and the Women of Washington (WOW) platform will donate \$1 to the American Cancer society on behalf of each new member who joins the club with Toyota matching the donation.</p>