



**CRUCIAL CATCH**  
INTERCEPT CANCER



## **NFL and American Cancer Society Launch Crucial Catch Sun Safety Initiative**

*NFL Training Camps across the country to provide fans, players and staff with free sunscreen to help protect against sun damage*

The National Football League and American Cancer Society have launched an initiative to provide free sunscreen at NFL training camps across the country. NFL teams, in partnership with local ACS offices, will provide free sunscreen onsite to fans, players, staff and all other attendees at NFL training camp locations. The initiative is part of the partners' year-round Crucial Catch campaign.

"Expanding our Crucial Catch campaign with ACS has allowed us to increase our impact in the cancer space and address issues like the link between sun exposure and skin cancer risk," said Anna Isaacson, NFL senior vice president of social responsibility. "Providing sunscreen at training camp is a simple yet incredibly effective way we can contribute and raise awareness for the fight against skin cancer."

Most skin cancers are caused by too much exposure to ultraviolet (UV) rays, and most of this exposure comes from the sun. In addition to avoiding exposure by seeking shade and wearing protective clothing, [the American Cancer Society](#) recommends using sunscreen with SPF 30 or higher and broad spectrum protection, which when used with other sun protection measures decreases the risk of skin cancer and early skin aging.

"Being in the sun is a part of enjoying life, and knowing how to protect yourself from the harmful effects of the sun is a very important part of that enjoyment," said Dr. Richard Wender, chief cancer control officer for the American Cancer Society. "Sunscreens are part of that protection, as are avoiding the sun at peak hours, wearing wide brimmed hats, and wearing protective clothing and sunglasses that block UV rays."

Since 2009, the NFL's *Crucial Catch* has raised more than \$18 million in support of ACS. Funding raised since 2012 has supported ACS's CHANGE program and has been invested in underserved communities to increase cancer education and awareness and promote life-saving screening tests. To date, health system grantees have reached more than 632,000 individuals with education, patient reminders and navigation to screening, and contributed to 138,000 breast, cervical and colorectal cancer screenings.

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### **About the American Cancer Society**

The American Cancer Society is a global grassroots force of 1.5 million volunteers dedicated to saving lives, celebrating lives, and leading the fight for a world without cancer. From breakthrough research, to free lodging near treatment, a 24/7/365 live helpline, free rides to treatment, and convening powerful

activists to create awareness and impact, the Society is attacking cancer from every angle. For more information go to [www.cancer.org](http://www.cancer.org)

### **About Crucial Catch**

The NFL, its clubs, the NFL Players Association and the American Cancer Society are committed to the fight against cancer. *Crucial Catch* expands the impact of the NFL's work around breast cancer to address multiple types of cancer through prevention, early detection, and timely access to follow-up care. Since 2009, the first year of the NFL's *Crucial Catch* campaign, the league's work has raised more than \$18 million for the American Cancer Society. Money raised through *Crucial Catch* supports the American Society's Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) program, which promotes health equity and addresses cancer-related disparities. Visit [nfl.com/crucialcatch](http://nfl.com/crucialcatch) to learn more and get involved.

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