

National Football League and American Cancer Society Team up Again in 2015 for ‘A Crucial Catch’

ATLANTA (October 8, 2015) – As part of 2015 Breast Cancer Awareness Month in October, the American Cancer Society and the National Football League will continue their partnership in the fight against breast cancer through the “A Crucial Catch” initiative. The initiative aims to increase access to important breast cancer education and screening resources among women in underserved communities throughout the nation.

Since 2012, NFL’s A Crucial Catch has provided funding to the CHANGE grant program. As a result, over 100 grants have been provided to community health systems. More than 148,000 outreach and education engagements and more than 64,000 breast cancer screenings have been provided at low or no cost. This work continues in 2015 with the goal to continue to reduce the unequal burden of cancer by reaching even more women with breast cancer education and screening resources.

NFL games will feature players, coaches and referees wearing pink game apparel, as well as additional on-field and in-stadium branding – all to help raise awareness for the A Crucial Catch initiative. Much of the apparel worn at games by players and coaches, along with special game balls and pink coins, will be auctioned off at [NFL Auction](#), with proceeds benefiting the American Cancer Society’s Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) program.

“The National Football League and its A Crucial Catch initiative are helping us turn awareness into action through the American Cancer Society’s CHANGE grants, directly impacting the lives of women who often need us most,” said Gary Reedy, the American Cancer Society’s chief executive officer. “This program helps tens of thousands uninsured and under-insured women gain access to potentially lifesaving breast cancer education and screening. The NFL is a great teammate, raising millions of dollars to support our work to end breast cancer. We’re proud to partner in the A Crucial Catch initiative.”

About the American Cancer Society

The American Cancer Society is a global grassroots force of 2.5 million volunteers saving lives and fighting for every birthday threatened by every cancer in every community. As the largest voluntary health organization, the Society’s efforts have contributed to a 22 percent decline in cancer death rates in the U.S. since 1991, and a 50 percent drop in smoking rates. Thanks in part to our progress, 14.5 million Americans who have had cancer and countless more who have avoided it will celebrate more birthdays this year. We’re determined to finish the fight against cancer. We’re finding cures as the nation’s largest private, not-for-profit investor in cancer research, ensuring people facing cancer have the help they need and continuing the fight for access to quality health care, lifesaving screenings, clean air, and more. For more information, to get help, or to join the fight, call us anytime, day or night, at 1-800-227-2345 or visit [cancer.org](#).

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