



FOR IMMEDIATE RELEASE

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## CARDINALS TO PARTICIPATE IN BREAST CANCER AWARENESS MONTH

Tempe, AZ – Arizona Cardinals players and staff will support October's Breast Cancer Awareness Month with participation in various events over the course of the week that includes the Cardinals-Texans home game at University of Phoenix Stadium this Sunday, October 11th.

Wide receiver **Larry Fitzgerald**, who lost his mother Carol to breast cancer, is serving as a national spokesperson for the league's initiative "A Crucial Catch: Annual Screening Saves Lives," which encourages annual mammograms for women over 40.

Fitzgerald and teammates will wear pink gloves, cleats and wristbands during the Cardinals-Texans game on Sunday. All six of the Cardinals team captains (Fitzgerald, Kurt Warner, Darnell Dockett, Karlos Dansby, Adrian Wilson, and Sean Morey) will wear a pink captain's patch on their jersey as well. Other features at the game include:

- Pink sideline caps for Cardinals coaches and sideline personnel and pink ribbon pins for coaches and team executives
- Pink sideline towels, wristbands, and quarterback towels
- Cardinals Cheerleaders wearing pink jerseys and using pink poms
- On-field pink ribbon stencils and *Crucial Catch* wall banners
- Pink goal post padding in end zones
- K-balls with pink ribbon decals
- Pink coins used for coin toss

Other game day activities will include the recognition of 40 breast cancer survivors forming the player introduction tunnel along with Cardinals Cheerleaders. The national anthem will be sung by Laura Fial and the Soul Survivors, a group of breast cancer survivors and at halftime, the Cardinals Cheerleaders will perform a special tribute to breast cancer survivors. Also at the Cardinals-Texans game, 15 football players from Marcos De Niza High School will be located at each entrance to distribute pink ribbons to Cardinals fans as they enter the stadium for the game.

This Friday night, quarterback **Matt Leinart** will join team mascot Big Red at Marcos De Niza High School for a special halftime ceremony to honor Marcos De Niza staff member and breast cancer survivor Lisa Berkley. The Marcos De Niza football team will play their game against Perry High School wearing pink jerseys, gloves and wristbands provided by the Cardinals and the NFL. Leinart will also take part in a joint fundraising effort between both schools and the Chandler Service Club at the game to help raise money for the Susan G. Komen Foundation.

On Sunday morning prior to the Cards-Texans game, four Cardinals Cheerleaders and three

Cardinals flag runners will represent the team at the Susan G. Komen Phoenix Race for the Cure. The group has a link on the cheer page of the Cardinals website ([www.azcardinals.com](http://www.azcardinals.com)) to help raise money through donations.

Game-used items from Sunday's contest will be autographed and auctioned off at NFL Auction ([www.NFLAuction.NFL.com](http://www.NFLAuction.NFL.com)), with proceeds benefitting the American Cancer Society and team charities. Special pink merchandise will be available at [www.NFLShop.com](http://www.NFLShop.com) and in stadium retail stores, with a portion of proceeds going to breast cancer charities.

Fans can visit [www.NFL.com/pink](http://www.NFL.com/pink) to learn more about breast cancer detection and prevention tips.

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