

20 Years of Think Pink



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Tanya Snyder and Zeta Tau Alpha honor breast cancer survivors and fighters at Think Pink game

The Redskins continued to celebrate the 20th anniversary of the Think Pink campaign, raising awareness for breast cancer research while honoring those who have battled the disease.

By Ryan Homler and Dante Koplowitz-Fleming

In a tent covered in pink decoration on the Section 109 concourse of FedExField, a group of women shared stories about their struggles and triumphs. Each was unique, but they all shared a common plot line: a battle with breast cancer.

This was just one part of Sunday's Think Pink game, which celebrates a campaign started by Tanya Snyder to raise awareness for breast cancer research and to honor individuals who have battled the disease.

For many, including Cydnee Greathouse, who are either fighting breast cancer or have survived it, the event

has become an important part in the recovery process.

"This experience when I was asked to come here last year, it was just, I mean the energy and the feeling of togetherness of women and the support

and I'm doing much better, but you know the emotional scars are still there and just having this get together for women that are survivors, and that are still going through treatments is more than I could ever ask for."

Twenty years ago, Tanya Snyder started the event in conjunction with the Zeta Tau Alpha sorority, handing out ribbons at Redskins home games in October to spread awareness of the disease. Since then, every NFL team has adopted the campaign.

and their stories, it really helped me," Greathouse said. "And of course asking me back this second year, you know I'm now a year and a half cancer-free

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in October to spread awareness of the disease. Since then, every NFL team has adopted the campaign.

When the NFL's Crucial Catch campaign was initially started, most of its focus was put on breast cancer awareness. But, beginning in 2017 the campaign grew to include all types of cancers that have the option for an early detection screening, giving teams around the league the opportunity to support different types of cancer research.

Snyder began the day by passing out Think Pink ribbons with ZTA members. They took a group photo in front of a pink firetruck, an annual tradition. After that, the focus shifted toward celebrating survivors and fighters of breast

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cancer. There, in the tent, survivors and fighters were able to connect with each other, something those in attendance have grown to appreciate greatly.

“It’s good to be around other people who are also survivors, who are going through the process, and uplift each other and help each other to get through it,” Renee Marshall, who defeated cancer on September 5th and returned to work the very next day, said. “Because like I said, it is a struggle, it’s a journey.”

Besides connecting with one another, those at the events were also able to chat with Snyder and other members of both the Redskins and ZTA. To those who are fighting and love their Redskins, the opportunity to bond was viewed as something special.

“Just to have Tanya Snyder, just to come out and be a part of this with us is amazing and it’s awesome,” Elaine Robinson, a two-time survivor, said. “We really appreciate it.”

Following that portion of the day, the women then got to experience some on the field festivities including an introduction prior to kickoff and a cheer routine at halftime. For Dawn O’Shea, who has seen her mother, grandmother



and friend battle breast cancer, being on the field and hearing the crowd cheer was something she’ll never forget.

“I get to go on the field today, I’m excited about that, O’Shea said. “I’m just happy to be here, I love coming to football games.”

The Think Pink event culminated after the end of the third quarter when Carolyn Rodenburg, founder of the IIIBs Foundation and a survivor, was

awarded two tickets to this year’s Super Bowl in honor of her work with women battling breast cancer.

A day filled with laughs, hugs, connections and Redskins football made for a special day for everyone in attendance.

“Just everything,” Robinson said about her favorite part. “Just the whole experience is just a great experience.”

In addition to celebrating the lives

of those who are fighting or who have fought breast cancer, the women also hope that the event will continue to raise awareness and inspire those who are still battling.

“What I can say to those who are still fighting: Don’t give up, stay inspired, don’t let negative influences come into your life,” Marshall said. “Just stay positive and you will make it through, you will make it through.”

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Women of Washington painting for good

On an early October Tuesday evening in Northwest DC, 40 women gathered together at the Dacha Loft for an evening of painting, drinks, and the opportunity to raise money for a great cause. Each year, a major portion of the Women of Washington (WOW) programming in October features a fundraiser event for a breast cancer related foundation. This year, members dusted off their paint brushes for a Sip and Paint event, benefitting the Brem Foundation.

After a successful trial run, the Women of Washington brought back Lisa Jones of Sip and Shot to lead the

women through a step by step instruction to ultimately create a Redskins-themed painting. Guests were encour-

aged to put their own spin on their painting. The paintings ranged in color and detail that allowed each guest to go home with their own masterpiece.

With all good events come a little competition. Redskins tight end Vernon

Davis, an artist himself, joined the ladies to and helped judge the different paintings. After the competition, Vernon met

with all of the guests as they enjoyed drinks and appetizers post-painting.

100% of proceeds from the event went to the Brem Foundation. The foundation helps women in D.C. maximize their chances of finding an early, curable

breast cancer. By educating women about their real risk-factors and screening options, providing access to critical diagnostic tests for underinsured and uninsured women, the Brem Foundation is paving the way to reduce breast cancer in the D.C. area.

There are still a few events in 2018 for WOW. Don't miss out on the upcoming WOW Tailgates and Football Camp! For more information on the Women of Washington, visit wowredskins.com and follow us @wowredskins on Facebook, Instagram and Twitter.

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Charitable Foundation hosts 11th annual All-Star Survivors Celebration

The Washington Redskins Charitable Foundation on Tuesday hosted the 11th annual All-Star Survivors Celebration for 30 women currently battling breast cancer.

By Dante Koplowitz-Fleming

Gale Holmes has been a Redskins fan since she was 10 years old, so getting the chance to go out on the field during pregame for the Redskins vs. Panthers game was a special moment for her.

Following it up by spending a day at the team facility for the Redskins Charitable Foundation's 11th annual All-Star Survivors Celebration was just icing on the cake, she said.

But Holmes' story, although she was reluctant to call it that, began last year in August when she went for a routine checkup at the doctor's office.

Holmes said they asked her to come back in and do a biopsy, and it came back positive for breast cancer.

"I guess at that point I'm like...you know I never thought that I would get it but my mom and my aunt, her sister, both had it. They both had a double mastectomy, so I was just hoping I wouldn't, but you know, there starts my journey," Holmes said.

Since then she's gone through chemotherapy and radiation treatment, and she's waiting for her last few treatments of the year. Throughout her battle, Holmes said she's gotten her strength from her mother, who passed away in 2013, 17 years after fighting breast cancer herself.

"I guess I just pulled from what she did, a lot of my strength came from her even though she's not here now, I just thought about her, she seemed so strong during that time," Holmes said. "I think that carried me a lot. My daughter, my sister, they were terrific."

Holmes wasn't alone that day, as 29 other women battling breast cancer were invited along with her to the event for a day of celebration.

The event began 11 years ago when former Redskins tight end Chris Cooley's mother was diagnosed with breast cancer. Cooley said he saw the battle that his mom went through, and realized the toll that radiation and chemo can have on self-confidence.

"As we went through everything that she went through, she kept teaching high school in Ashburn and she kept going to everything," Cooley said. "I just hated to see my mom sick and I knew she hated to see herself sick, and we just started talking about what are some of the things that we can possibly do."

Cooley teamed up with Redskins



owner Dan Snyder's wife Tanya Snyder, herself a survivor of breast cancer, as well as the Redskins Charitable Foundation and the American Cancer Society.

Snyder has been heavily involved in breast cancer awareness, starting the NFL's Think Pink campaign 20 years ago. Since then her involvement has sparked the Crucial Catch program, in which all 32 NFL teams participate in promoting awareness for early detection of many different types of cancers.

Cooley, Snyder and the Redskins came up with the All-Star Survivors Celebration, a day of pampering and celebration for the survivors.

The event boasted a variety of stations for the women to visit including a GAP jeans station where the women got a free pair of jeans and a fitting, a custom 'Color Bar' station by Kendra Scott, wig and scarf selection from the American Cancer Society, a virtual reality relaxation and physical therapy session held by Inova Well and Inova Physical Therapy Center, a Red Door Spa treatment session and a makeup consultations and services by Ana B.

The event on Tuesday at Redskins Park featured participation from Redskins players Alex Smith, Nick Sundberg, Danny Johnson, Brandon Scherff, Chase Roullier, Kenny Ladler, Brian Quick, Dustin Hopkins, Adrian Peterson, Mack

Brown and Darvin Kidy.

They led tours of the facility and even got involved in the activities themselves, as Sundberg and Ladler each got fitted for wigs and head scarves.

Sundberg chose a wig featuring straight, long black hair and he seemed very excited to show it off. Ladler got fitted for a short, silver haired wig and was all smiles posing for the cameras. The event was meant to be a day of celebration and lightheartedness for the survivors, and the players did their best to ensure that.

Sundberg, who has family members who have fought breast cancer, said the day is also helpful for the Redskins players.

"I think for players this is a really cool event that we get to be a part of, just because I don't think every player understands the daily struggles that these ladies go through when they're dealing with something like breast cancer," he said. "To see them come in, and be so strong, and to be so uplifted and happy, I think is really important for guys to be a part of."

He added that giving the women the opportunity to meet other survivors who are going through similar situations is an important part of the event.

"I haven't gone through what they're going through, but it is fun to see them

try on wigs, and get fitted for new clothes and jewelry," Sundberg said.

"The best part of the day is when I get to give them a tour of the facility, I put shoulder pads and helmets on everybody. It's a fun event."

The event culminated with a luncheon in the players' cafeteria, featuring story-sharing and a poem read by Carolyn Cole-Rodenburg. Each survivor was given a Bosom Buddy gift basket, donated by the IIIB's Foundation, which Cole-Rodenburg herself started in 2004 after her own battle with breast cancer.

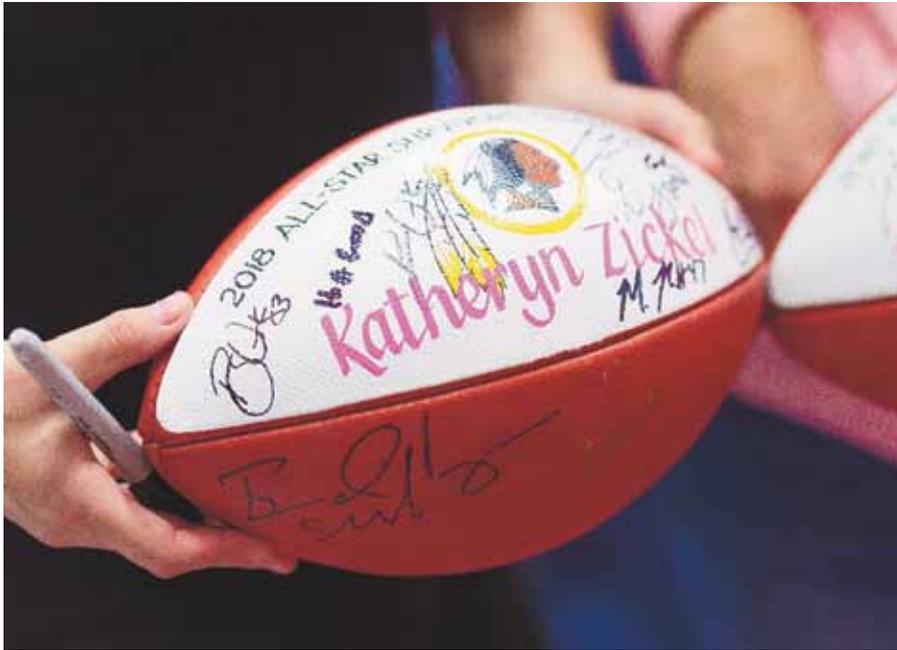
The baskets featured items meant to give comfort to the survivors. They included socks, blankets, scarves and other traditional items of comfort, but they also contained some more specific to breast cancer such as a seat belt protector, to make it more comfortable for women who had undergone a mastectomy to wear a seat belt in the car.

"Just being around, you know, other people. I feel for them and I hope, everybody seems to be cheerful, upbeat, I'm just realizing I guess because we've all been going through some of the same things, at different points in time," Holmes said. "My prayers are for them, I appreciate all of this, truly do, and it's cool. I'm just like looking around and seeing things like 'Wow, this just, it's great.'"

All-Star Survivors Celebration



All-Star Survivors Celebration





When it comes to your health, the best offense is a good defense

The Washington Redskins have long served the NFL as a leader in health-focused, grassroots campaigns intended to help fans be their healthiest. This October, the team is celebrating 20 years of the Think Pink! campaign, an initiative introduced to the NFL by Tanya Snyder, wife of team owner Dan Snyder, during the 1999 season. The move-

conveniently located in pharmacies and grocery stores across the DMV such as Rite Aid, Wegmans and Sam's Club, and over 11,000 stations nationwide, highi helps the Redskins build on their longstanding history committed to helping fans be their healthiest. Through this unique partnership, the "Hail to Your Health" campaign encourages fans to get healthy and know their numbers. highi stations

Staying healthy and knowing my numbers is important to me. highi is a company that allows you to keep your personal data on file, and it's easy to use.

ment has since spread to other NFL teams, and football fans nationwide instantly recognize the iconic pink ribbon, meant to symbolize breast cancer awareness and the breast cancer movement at large.

Twenty years later, the Redskins are even more dedicated to helping fans be their healthiest. This marks the second season the team has partnered with highi, a company that helps consumers measure, track, and act on their health data. This one-of-a-kind partnership allows the team to expand its health and wellness efforts directly to the fan base.

Similar to how Tanya Snyder helped propel forward the Think Pink! campaign, Redskins legend Rick "Doc" Walker, through his advocacy of the "Hail to Your Health" campaign, is encouraging the fan base to "get on the offense" and take that first step towards better health.

With over 400 highi health stations

check vital statistics, such as weight, blood pressure, and BMI, for free and are in an easy to access neighborhood location.

To encourage fans to go get their vitals checked, highi users who visit a highi health station in the Washington, D.C. metro area can be entered to win great Redskins team prizes, such as game tickets and signed merchandise from the team.

"Staying healthy and knowing my numbers is important to me. highi is a company that allows you to keep your personal data on file, and it's easy to use," said Redskins legend Rick "Doc" Walker. "Thanks to highi, I know my blood pressure, weight, BMI, and level of hypertension."

When it comes to your health, the best offense is a good defense. From breast cancer to overall wellness, the Redskins are working to help fans stay their healthiest.





Burgundy & Gold & Pink

Throughout the month of October, fans will be able to support breast cancer charities and show their support by purchasing a limited edition Burgundy, Gold and Pink T-shirt. Net proceeds will benefit the ZTA Foundation and the Brem Foundation, dedicated to educating women about risk factors and screening options and providing access to critical diagnostic tests for uninsured women.

T-shirts are available for purchase online at www.redskins.com/thinkpink and will be sold in-stadium on Sunday, Oct. 14 throughout the main concourse and club level. Don't miss out, these t-shirts are only available for a limited time and while supplies last!

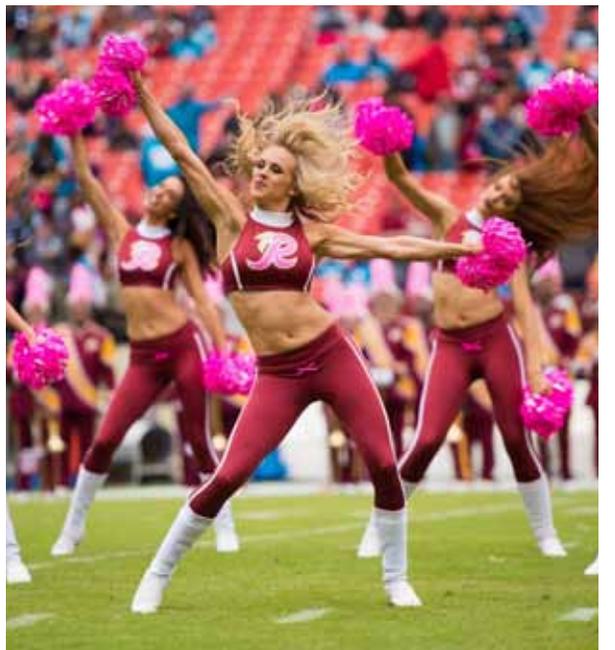
Autographed pink-accented practice jerseys worn by players on Think Pink Day at 2018 Training Camp will also be featured in a special Redskins

THINK-PINK!® Silent Auction alongside autographed pink memorabilia.

Fans can place their bids online throughout the month of October. All proceeds will support breast cancer charities including the ZTA Foundation and the Brem Foundation. The silent auction will close on Wednesday, Oct. 31 at 12:00 pm.

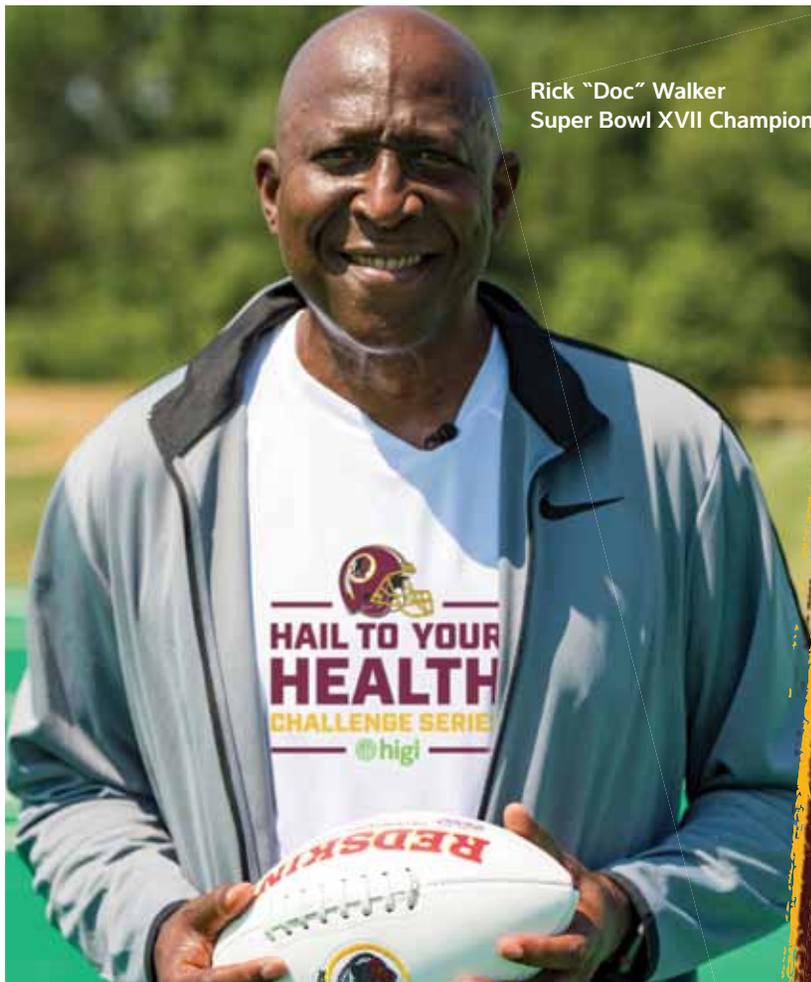
More info available via www.redskins.com/thinkpink.







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“ Staying healthy and knowing my numbers is important to me. Thanks to **higi, I know my vitals and can record my activity from my fitness tracker all in one place, 24/7. Doc Walker, Hail to Your Health Brand Ambassador**



To find a **higi** station near you visit higi.com/locator. Please consult with a physician before starting any exercise program.