

# 21 Years of THINK-PINK!®



 **INOVA**  
Schar Cancer Institute



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## Tanya Snyder and Zeta Tau Alpha honor breast cancer survivors and fighters at THINK-PINK!® game

*The Washington Redskins kicked off the 21st anniversary of THINK-PINK!® with the Redskins Breast Cancer Awareness game presented by Inova Schar Cancer Institute on Oct. 6.*

**By Ryan Fowler**

**T**anya Snyder and Zeta Tau Alpha honored breast cancer survivors and fighters at the annual THINK-PINK!® game Oct. 6 against the New England Patriots.

The special guests were greeted outside of the NRG gate at FedExField by Mrs. Snyder and hundreds of members of the Zeta Tau Alpha sorority, who donned each attendee with a pink ribbon symbolizing the importance of early detection. Since its inception 21 years ago, the THINK-PINK!®

campaign, led by Mrs. Snyder, has mobilized more than 28,000 volunteers, pinned more than 9 million pink ribbons and touched countless lives in its ultimate effort of raising breast cancer awareness throughout the league.

“To see the initiative grow from humble beginnings at FedExField to an annual nationwide movement across the entire professional sports industry has been remarkable,” said Mrs. Snyder, a breast cancer survivor herself. “This movement embodies the sense of fellowship and sisterhood that exists in the breast cancer community and I am honored to be

an advocate in it.”

The event has become a staple for many of the women in attendance in their personal efforts to raise awareness. For Terrilyn Wade and Ricki Fairley -- both survivors of breast cancer -- it means much more.

“I think [with] an organization like the Redskins, you’re bringing awareness to something that hits home to many of us -- men and women,” Wade said. “I don’t know another organization that stops what they’re doing to focus on this for two days during



# PINK

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the height of their season. That is amazing.”

Mrs. Snyder, the wife of Redskins owner Dan Snyder, also welcomed the Redskins Charitable Foundation’s All-Stars, 30 women currently battling breast cancer, along with WOW members and breast cancer survivors, in a special pink-themed tailgate party. The women then made their way into the stadium where they engaged in pregame cameos on the video board as honored invitees to the game while also lining the tunnel on opposite sides during the Redskins’ introductions.

The day culminated a year of heart-warming emotions, connections and triumphs told by the women who battle breast cancer throughout our region.

“This is my favorite day of the year,” Snyder told Voice of the Redskins Larry Michael on Oct. 6. “You have to ‘Think Pink’ to make a difference, and we’ve made a difference in everybody’s lives.”



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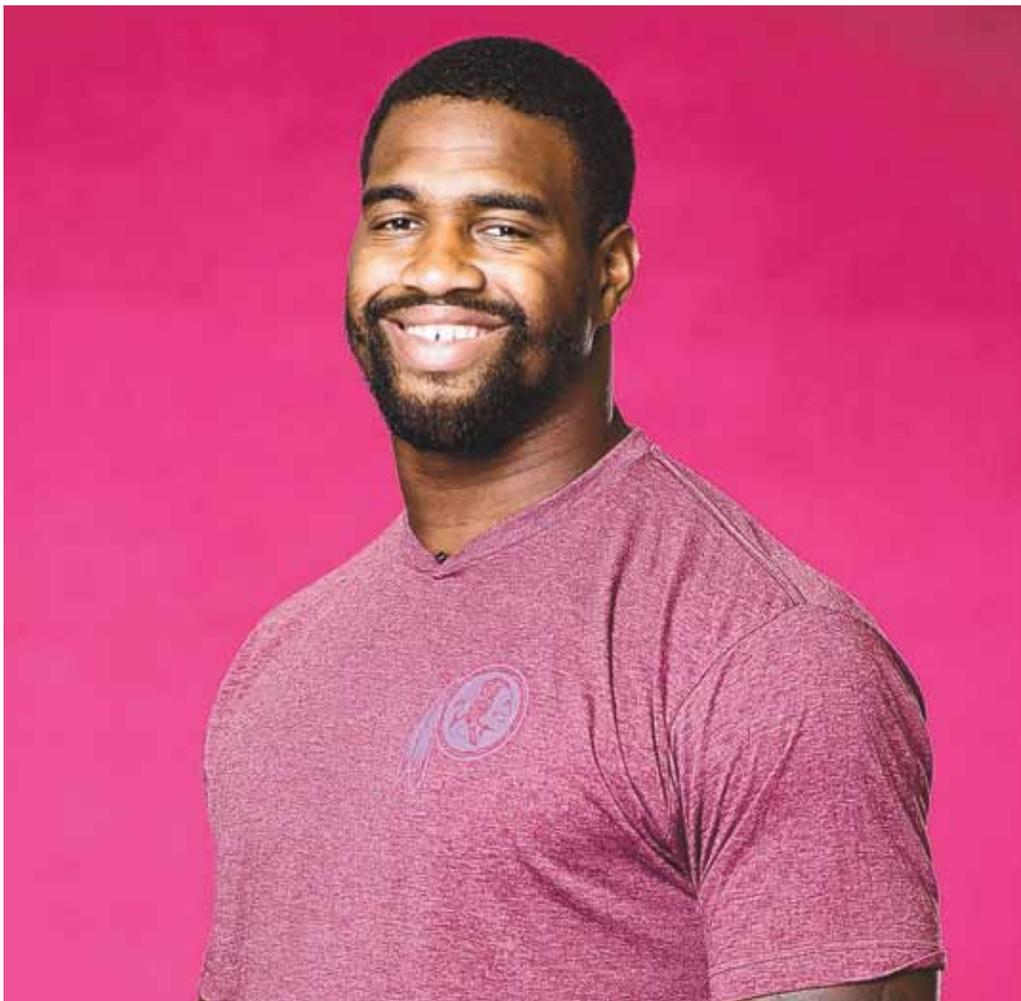
**Inova Schar Cancer Institute** has a game plan: We take a team approach to each phase of breast cancer. Whether you are newly diagnosed with or at risk for developing breast cancer, our physicians and other cancer specialists work together to create a treatment plan unique to every individual.

*Discover our team approach to tackling breast cancer, and take our FREE breast cancer risk assessment at [inova.org/gameplan](http://inova.org/gameplan).*



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# Burgundy. Gold. Pink.

Throughout the month of October, fans will be able to show their Redskins pride and support breast cancer charities by purchasing a limited-edition Burgundy, Gold and Pink T-shirt.



Net proceeds will benefit the ZTA Foundation and the Brem Foundation, which is 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](http://www.redskins.com/thinkpink) and will be sold in-stadium on Sunday, Oct. 6 and Oct. 20 while supplies last 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!

In addition, fans can join the Washington Redskins in promoting breast cancer awareness via social media by installing a Facebook frame to virtually "pin" their profile photo. Fans are also encouraged to visit [www.redskins.com/thinkpink](http://www.redskins.com/thinkpink) to learn more about the importance of annual screenings and resources available through the Inova Schar Cancer Institute.



## Women of Washington painting for good

The Women of Washington (WOW) hosted a sip and paint class Tuesday, Oct. 8 at Founding Farmers at Reston Station in Virginia. All proceeds went to the Washington Redskins Charitable Foundation's THINK-PINK!® initiative. Tanya Snyder, the wife of Redskins owner Dan Snyder, helped introduce the THINK-PINK!® campaign to the NFL 21 years ago





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# Redskins host 12th Annual All-Star Survivor Celebration

*Thirty breast cancer survivors got to be “princesses” for a day as the Redskins hosted them for their annual All-Star Survivor Celebration on Oct. 8.*

By Sayer Paige

**A**s a staunch advocate for the awareness, prevention and improvement of the the minority treatment of breast cancer, Ricki Fairley knows the keys to limiting the effects of a disease that has led to over an estimated 40,000 deaths per year in the United States.

“You can’t prevent breast cancer, so we try to talk about early detection because you can only detect it,” Fairley said Oct. 8. “That is saving lives.”

Though nearly eight years have passed since her own bout with breast cancer, Fairley, who resides in Annapolis, Maryland, continues to fight against the very thing that once threatened her life.

“So many ... have been touched by [breast cancer],” she said. “Everybody has a story about somebody that they know.”

Fairley’s words hit home for many of the members of the Redskins organization, which helped welcome her and with 29 other survivors to the Inova Sports and Performance Center at Redskins Park for the 12th Annual All-Star Survivor Celebration.

For kicker Dustin Hopkins, the event really helped keep things in perspective.

“We had a really good family friend that had a double mastectomy three days ago, so it hits us even more this time around,” Hopkins told Redskins.com. “To be able to do something for people that we don’t know, to brighten their day or their lives a little bit, it’s an honor.”

Hopkins’ outlook best describes what the event strives to achieve -- brightening each woman’s day -- by treating them to activities catered towards their well-being. Above all else, it offers some pampering to the survivors who have experienced such hardship.

“You’re making us feel like princesses,” Fairley said, “and it’s totally awesome.”

Former Redskins tight end Chris Cooley, who helped found the now annual All-Star Survivor Celebration, was the first to speak at the festivities Oct. 8, touching on just how important this day remains to him.

The event is personal for Cooley; he watched his mother take on, and



eventually defeat, breast cancer with courage while he was still a member of the team. That battle led to his inspiration to help launch the event 13 years ago with Tanya Snyder, the wife of Redskins owner Dan Snyder, as well as the Redskins Charitable Foundation and the American Cancer Society.

“This is the thing that is most important to us today. ..I believe in all of you,” he said. “The park is yours for the day.”

Snyder, a survivor of breast cancer herself, then spoke to the organization’s impact in regards to this cause. Among other things, Snyder, who helped introduce the now league-wide THINK-PINK!® campaign that promotes early detection 21 years ago, specifically noted the value of getting to use a platform like the Redskins.

“We took advantage of the opportunity of a wonderful franchise,” Snyder said. “Today is about having one of the most memorable days that you’ll ever have.”

Once the speakers were done, the survivors were separated into six groups, captained by wives of Redskins

players and coaches and accompanied by certain members of the team. Over the course of several hours, each group took turns going to six stations, which included a tour of the facility, new jeans from the GAP, jewelry by Kendra Scott, wigs, scarves, a massage and a makeup consultation.

“This is a pretty awesome event,” said rookie offensive lineman Wes Martin, who spoke while sporting a wig alongside the rest of his group. “To see such a group come together ... It’s just really special to see.”

“We wanna do well, we wanna play well for the city, the organization, ourselves, our family, but at the same time we’re playing the game, and the important stuff is life,” Hopkins added. “These people have had their life on the line.”

The moment wasn’t lost on survivor Terrilyn Wade, either, who recognized what it meant for the team to do this during the middle of their season.

“We appreciate them,” Wade noted. “They’re going through so much ... and they stopped everything to do this for us. That means a lot because that’s

what survivorship is about: thriving and surviving with a community and friendship.”

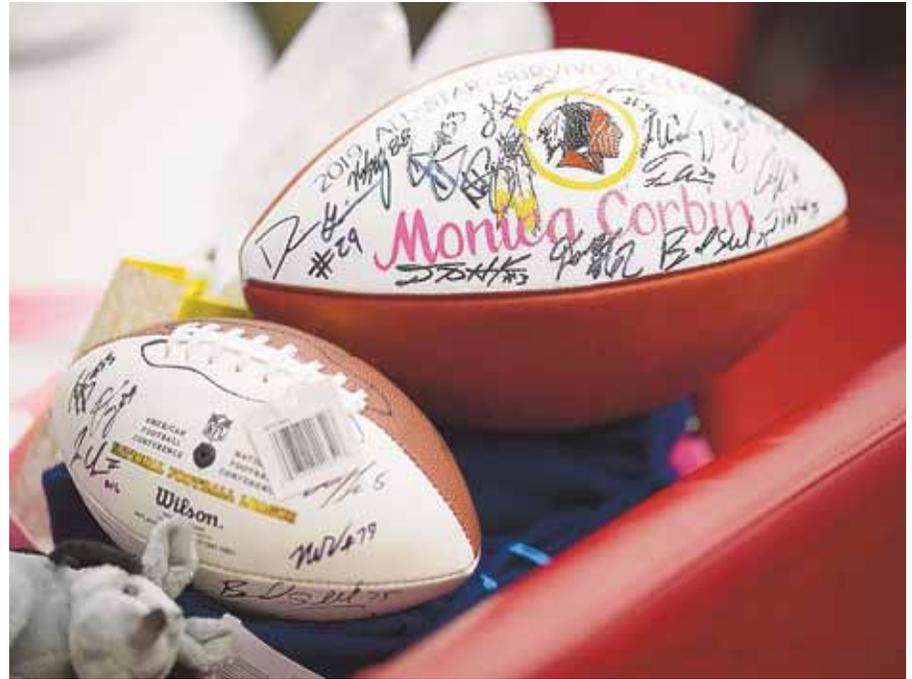
Though the event eventually had to come to an end -- but not before each woman received a gift bag -- that did not mean the support would stop with it. Tswana Sewell, the third person to speak at the morning’s welcome ceremony, reminded them of this.

“If there is anything that we can do to support you, we are here,” said Sewell, who serves as an executive director for the American Cancer Society in the Greater D.C. and Baltimore area. “Your energy is absolutely amazing.”

The ACS offers a variety of services, such as providing cancer patients door-to-door travel, hope lodges near hospitals and a Reach To Recovery program that emphasizes comfort, emotional grounding and help in decision-making to people specifically suffering from breast cancer.

At any time, even “at 3 o’clock in the morning,” Sewell promises that they will be there to lend a hand.

# All-Star Survivors Celebration



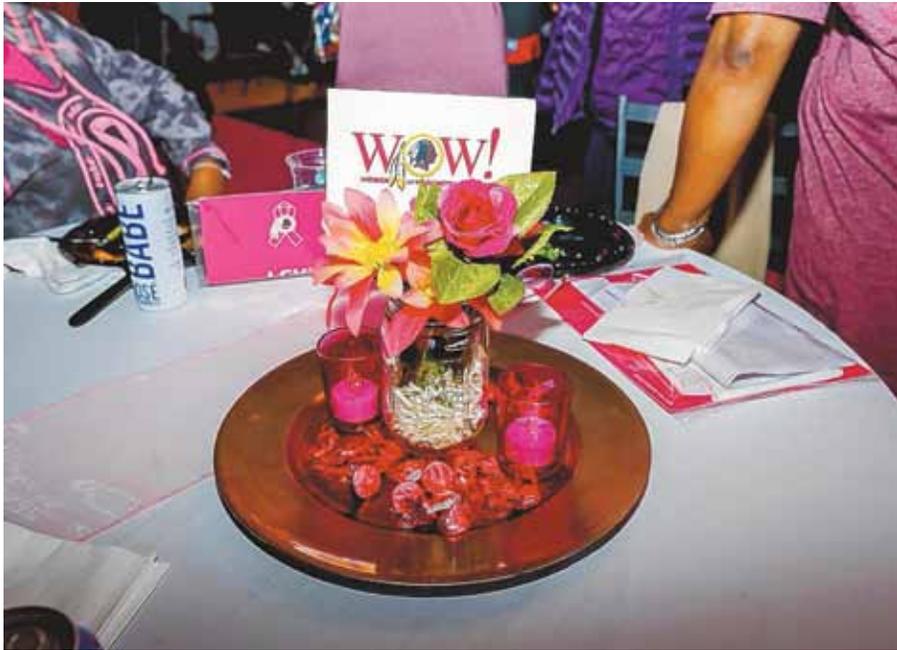


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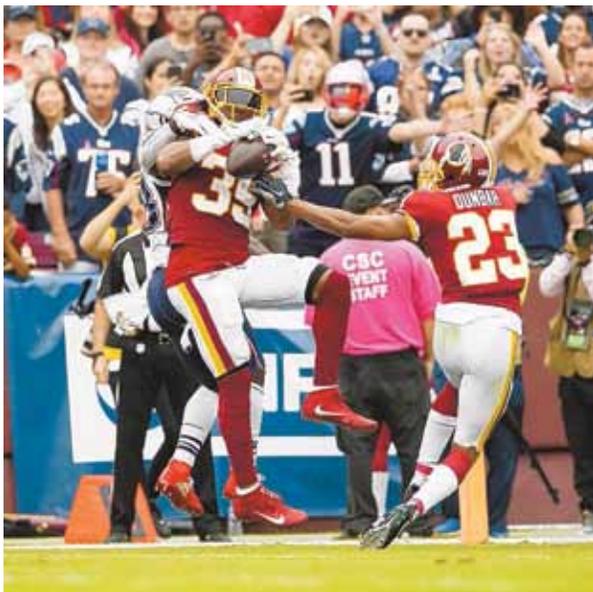
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# Women Of Washington Tent Event





# Entitlement Game Gallery





## ‘The strongest person in my life’: Paul Richardson’s personal connection to breast cancer

**E**ach October, the Washington Redskins promote breast cancer awareness through their THINK-PINK!® campaign, which Tanya Snyder, herself a breast cancer survivor, helped launch 21 years ago. There was the THINK-PINK!® game against the New England Patriots on Oct. 6, and two days later the Redskins hosted the 12th Annual All-Star Survivors Celebration at the team facility.

Wide receiver Paul Richardson has assisted with these types of initiatives since coming to Washington in 2018, but he also has a personal connection to breast cancer, which affects one in eight U.S. women over the course of their lifetime. His grandmother, Mable Dyer, endured two bouts with breast

cancer. She’s now battling lung cancer, which prevents her from leaving her home in Los Angeles.

While Richardson has honored his grandma in several different ways throughout his career -- from cleats to gloves to other attire -- his admiration for her is not limited to just one game or month each year. He aims to support her each and every day in any way he can.

“She’s definitely the strongest person in my life,” Richardson said. “To see her battle with breast cancer -- to get one of her breasts removed and then to get the other breast removed -- and overcome that. Now having lung cancer she can’t walk, and just the different things she’s gone through just makes me appreciate life more and

makes me appreciate her more.”

Richardson said seeing his grandma fight through this trauma has been especially hard considering his entire family typically leans on her for strength and support.

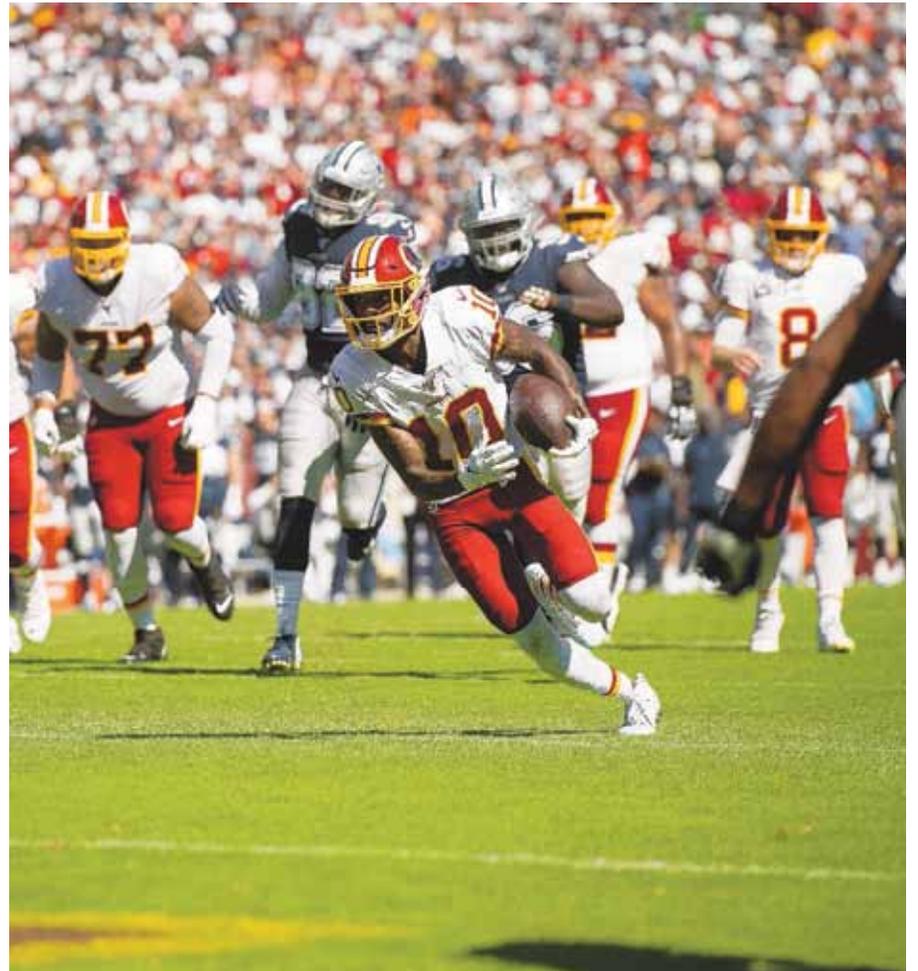
She’s still strong and lively, Richardson maintained, but her battle has been and will continue to be difficult. As of now, she has to be hooked up to a breathing machine almost all the time and cannot travel. Richardson last saw her before the Redskins’ training camp in July.

Fortunately, Richardson has had the financial means to support his grandma from afar. Not everyone can handle medical expenses for multiple battles with cancer, but playing in the NFL has given Richardson the

opportunity to do so. He’s been able to finance different medical treatments, therapies, appliances and anything else she needs to function on a daily basis.

Currently, he and his family are in the process of getting a custom-made scooter or wheelchair to increase her mobility. It’s the latest way the Richardson family is trying to help one of their loved ones.

“We’re not all fortunate enough for different insurances and all of that medical stuff. They can only cover so much, especially depending on what you qualify for,” Richardson said. “God put me in a position to where I qualify for all of that and I can afford to do it and I can afford to prolong her time with us. I enjoy that.”



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