



Fans Invited To Wear Pink for Breast Cancer Awareness

Posted Oct 14, 2010

WHO: Zeta Tau Alpha (ZTA) and the Minnesota Vikings

WHAT: Breast Cancer Awareness Game

WHEN: Sunday, October 17, 2010 :: 12:00 p.m. to 3:00 p.m.

WHERE: Mall of America Field :: 34 Kirby Puckett Place :: Minneapolis, MN 55415

CONTACT: For more information on the THINK-PINK!® campaign, to schedule an interview, or to set-up photo opportunities, please contact Alyssa Mueller at (651) 707-7364.

DETAILS: To kick off Breast Cancer Awareness month, local members of Zeta Tau Alpha's Twin Cities Alumnae Chapter and women from University of Nebraska at Omaha and University of Wisconsin at Osh Kosh Collegiate Chapters will be on hand at Mall of America Field on Sunday, October 17, 2010 from 12:00 p.m. to 3:00 p.m. to distribute 25,000 pink ribbons to raise awareness for breast cancer as part of the ZTA THINK-PINK!® campaign. The Minnesota Vikings designated Sunday's game against the **Dallas Cowboys** as the Minnesota Vikings Breast Cancer Awareness Game.

Since 1999, Zeta Tau Alpha has been partnered with the National Football League to increase awareness of breast cancer at professional football games and plans to distribute pink ribbons to football fans at 22 different stadiums across the United States this year. The success at NFL THINK-PINK!® games has caused Zetas across the nation to coordinate with their other local professional teams such as the NHL, MLB, and NBA.

Last year, the Twin Cities Zeta Tau Alphas handed out 25,000 ribbons at the Monday night game on October 5th, 2009 Minnesota Vikings versus **Green Bay Packers** game. This year, almost 100 Twin Cities area alumnae and collegiate volunteers of Zeta Tau Alpha will be welcoming Vikings fans with over 25,000 pink ribbons; football fans are asked to wear the ribbons to show awareness of and support for breast cancer survivors and to remember those who lost the fight against this disease. Fans can receive pink ribbons attached to co-branded information cards conveying the message of early detection as the key to survival and a greater quality of life.

About Zeta Tau Alpha

Since 1898, more than 200,000 women have become members of the sisterhood of Zeta Tau Alpha Fraternity. The National Philanthropy of Zeta Tau Alpha is Breast Cancer Education and Awareness; the women of Zeta Tau Alpha have partnered with the Susan G Komen for the Cure®, the National Football League, Yoplait®, SELF magazine, and Lifetime Television to increase awareness about early detection and to raise funds for education and research. Learn more at: www.zetataualpha.org.

ZTA THINK-PINK!® Campaign Quick Fact Sheet

- Every three minutes, a woman is diagnosed with breast cancer. Breast cancer will affect one in eight women during her lifetime.

- While to date there is no cure for breast cancer, early detection can significantly increase the chance for survival and a greater quality of life. Conducting a monthly breast self-exam is the key to early detection.
- As a part of ZTA's THINK-PINK!® Campaign, members distribute thousands of pink breast cancer awareness ribbons each October during National Breast Cancer Awareness Month. With support from the ZTA Foundation, the THINK-PINK!® program has expanded to include distribution at many NFL venues and other professional sporting league events, such as the NHL, MLB, and NBA.
- ZTA is a strong supporter of the Susan G. Komen For the Cure. As a sponsor of the Komen Race for the Cure® National Series Breast Cancer Survivor Recognition Program, ZTA provides the signature pink T-shirts and caps for breast cancer survivors, as well as the "One in Eight" Breast Self Exam (BSE) reminder stickers and back signs for all participants to wear "in memory of" or "in celebration of" a loved one.
- Each year, ZTA provides over 5,000 volunteers and 50,000 volunteer hours for the Susan G. Komen for the Cure® events nationwide. Local ZTA Race Representatives facilitate ZTA's efforts for the Breast Cancer Survivor Recognition Program at each Race.
- Now entering our fifth year with Yoplait's Save Lids to Save Lives campaign, our hope is that ZTA membership continues its success with bringing awareness to Breast Cancer through this fun, exciting and simple program. In 2009, Zetas collected 346,618 pink lids! Our 2010 goal is to break 350,000 lids with 100% collegiate and alumnae chapter support which would result in \$30,000 to be given back to our local Komen affiliates and \$15,000 to the ZTA Foundation.

URL: <http://www.vikings.com/news/article-1/Fans-Invited-To-Wear-Pink-for-Breast-Cancer-Awareness/cc9efabd-81cf-44a0-8696-15a5ad835e7d>

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