



MINNESOTA VIKINGS

NEWS RELEASE

9520 Viking Drive • Eden Prairie MN 55344 • www.vikings.com

FOR IMMEDIATE RELEASE

SEPTEMBER 30, 2009

VIKINGS AND ZETA TAU ALPHA THINK PINK![®] **TO TACKLE BREAST CANCER AWARENESS**

The Minnesota Vikings have designated the Monday, October 5 game against the Green Bay Packers as the Vikings **THINKPINK![®]** Game. The Vikings are teaming up with members of Zeta Tau Alpha's (ZTA) Twin Cities Alumnae Chapter to distribute 25,000 pink ribbons and educational materials at the game to help raise awareness about breast cancer as part of the ZTA **THINKPINK![®]** campaign.

This marks the 5th year that the Vikings have joined forces with ZTA to tackle breast cancer education, research, awareness, and the fight for a cure. The NFL has designated the 1st week in October its Breast Cancer Awareness Weekend and ZTA as partner in the volunteer effort.

"We're very excited about the NFL partnership and the Vikings continued support," said **Vicki Griffith, National ZTA THINKPINK![®] NFL Coordinator**. "The NFL partnership reaches a whole new audience and increases awareness about this disease which affects one in eight women during her lifetime."

The Vikings **THINKPINK![®]** Game is one of largest ZTA/NFL events in the league. "Our partnership with the Twin Cities ZTA Alumnae Chapter is strong," said **Brad Madson, Executive Director of Community Relations for the Vikings**. "Together we hope to make a difference by honoring patients, survivors and family members impacted by breast cancer while getting the message out to our fans."

For the past 11 seasons, Zetas across the country have spread the news about breast cancer education and awareness to over a million football fans. Throughout October, ZTA will be helping thousands of NFL fans **THINKPINK![®]** To date, 21 teams have confirmed their participation this season, including 5 new teams. Since 1999, Zeta Tau Alpha alumnae and collegiate members have worked with 28 of the 32 National Football League teams to increase awareness of breast cancer at professional football games.

The ZTA **THINKPINK![®]** ribbons are provided by ZTA free of charge to the public in an effort to raise breast cancer awareness. The ribbons will be attached to co-branded information cards conveying the message of early detection as the key to survival and a greater quality of life. Football fans wear the ribbons to show awareness of and support for breast cancer survivors and to remember those who lost the fight against this disease. **While the ribbons are distributed free of charge with no obligation, volunteers will accept donations received at the game. All donations will be used through the ZTA Foundation to support breast cancer philanthropy programs.**

MORE-MORE-MORE

The Vikings generously support the ZTA volunteers and the campaign by providing a tent on the Plaza for the **THINKPINK!**[®] distribution, game tickets for volunteers, signage, group recognition on the video board as well as a recorded message that can be heard both inside and outside the stadium and assistance from **Jenni Greenway**, wife of Vikings LB **Chad Greenway**, and the Vikings Women's Organization to hand out the ribbons.

This October and every month, the Minnesota Vikings and Zeta Tau Alpha remind everyone to **THINKPINK!**[®].

About Zeta Tau Alpha

Since 1898, more than 200,000 women have become members of the sisterhood of Zeta Tau Alpha Fraternity. They have nationally supported breast cancer awareness and education, and the fight for a cure, since 1992. Learn more at: www.zetataualpha.org.

www.vikings.com