



HEADstrong Awareness Game Day Announcements

: 30 Verbal PSA

No one is prepared to hear the words “You have cancer.” When cancer hits home, it’s important to know that you are not alone. Today, more than 4,500 family’s lives will be changed forever with news of a diagnosis. With more than 14,000,000 people living with cancer, the HEADstrong Foundation is there to help them to navigate their cancer with an improved quality of life and greater sense of normalcy. Visit www.HEADstrong.org today and help us to get aHEAD of cancer.

PA Announcements

PA#1
Join today’s teams and pass cancer awareness from one stick to another by supporting the HEADstrong Foundation and their relentless fight against the disease. Go to www.HEADstrong.org and help change the game for those affected by cancer. Our Impact Starts With You.

PA#2
Your stats this season can be the difference for families affected by cancer. Turn goals, assists, face-off wins, groundballs and saves into donations to support the relentless efforts of the HEADstrong Foundation. Go to www.GoLimeForCancer.org and Make This Season Count More!

PA#3
Did you know that every 4 minutes someone is diagnosed with cancer and every 10 minutes someone loses their battle to the disease? That is why **(Insert Team)** has teamed up with HEADstrong Foundation to improve quality of life for those affected by the disease and support those working towards eliminating the disease. Get involved today at www.HEADstrong.org.

PA #4
Did you know that 1 out of 3 Americans will be directly affected by cancer during their lifetime? HEADstrong Foundation is working with families all over the country to help improve their quality of life. Learn more at www.HEADstrong.org.

PA #5
Did you know that lime green is the National Awareness Color for non-Hodgkin’s Lymphoma, the disease that claimed the life of HEADstrong founder Nick Colleluori (Col-la-lori)? Join the HEADstrong Foundation's fight against cancer by visiting www.HEADstrong.org to learn how you can change the game for those affected by the diseases.

PA #6
Did you know that \$.90 of every dollar contributed to the HEADstrong Foundation helps to fund services and programs to improve quality of life for those affected by cancer? Donate today at www.HEADstrong.org.

PA #7
Go Lime and pledge your game in support of those affected by cancer. Go to www.HEADstrong.org to learn more about how you can make the pledge.



PA #8

For families displaced while pursuing comprehensive cancer treatment, the HEADstrong Foundation is proud to offer Nick's House, a guest family home which provides complimentary lodging and support when families need it most. Help us give families Home Field Advantage at www.HEADstrong.org/donate.

PSA #9

Join **(Insert Team)** and lace up for those affected by cancer. HEADstrong laces are a symbol of hope and strength uniting athletes in the fight against the disease. Purchase your official HEADstrong shoelaces today at www.HEADstrong.org.

HEADstrong Foundation Boiler Plate

The HEADstrong Foundation™ is a 501(c)(3) committed to being a resource for cancer patients and their families, helping them to navigate the harrowing ordeal of cancer by providing essential services to improve quality of life.

HEADstrong™ is an athletic rooted organization that serves the cancer community by granting direct financial assistance to those financially impacted as a result of the disease, by providing complimentary long-term housing and amenities for those traveling to Philadelphia, Pennsylvania for cancer related treatments through Nick's House™, by funding innovative blood cancer research through the Nicholas E. Colleluori Lymphoma research fund, by serving family meals and offering outlets of entertainment for those receiving care at hospitals, by delivering comfort kits to newly hospitalized patients preparing for treatment or transplant and by lending an arm of support through their peer to peer advocacy group.

The blueprints for the Foundation were conceptualized by Nicholas "HEAD" Colleluori in 2006, while he underwent treatment for non-Hodgkin's Lymphoma, which ultimately claimed his life. Today, Nick's vision is being fulfilled through the relentless efforts of his family, athletes and supporters across the country uniting in the fight against cancer.

For more information on the HEADstrong Foundation™ and how they are changing the game for families affected by cancer please visit www.HEADstrong.org.

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