



**Be Part of *the Billie Sports Challenge* This Fall &  
WIN Great Prizes from the Buffalo Bills , ADPRO Sports & New Era!**

The ECMC Foundation along with our partners at the Buffalo Bills, ADPRO Sports and New Era are asking you to turn WNY sports fields pink during the month of October in support of Breast Cancer Awareness and Screening. ADPRO will **provide gear to turn your sidelines pink like the pro's** and in return, your team or school agrees to raise funds to support the ECMC Mobile Mammography Coach, the only unit in WNY designed to bring life-saving breast cancer screening right to women in your community!

Since ECMC Foundation's mobile unit hit the road, thousands of women have been screened for breast cancer; several hundred were flagged for more extensive testing and in several dozen cases, women were diagnosed with breast cancer. These are women who never would have been screened, never would have been detected and never would have had the opportunity for lifesaving treatment if it had not been for the Coach. The Mobile Mammography Coach is designed to take screening services to women throughout our community who otherwise don't have access to this type of healthcare. Your support of the WNY Billie Challenge helps to ensure that ALL women in WNY have access to breast cancer screening.

Here's how the WNY Billie Football Challenge works:

- Go to [buffalobills.com/BillieChallenge](http://buffalobills.com/BillieChallenge) and sign up your team for the Challenge by September 16th
- Select your fundraising level and ADPRO Sports will deliver your **FREE PINK KIT prior to your October game.**
- Let us know the date and details of your fundraising event so we can let everyone know (ECMC Foundation would be happy to help with ideas) and send pictures of your Pinked Out Game to the Bills to be featured on their website, twitter and Facebook pages
- Let the ECMC Foundation know of your donation total by November 9<sup>th</sup>; winning teams will be announced November 18. Prizes will be given to the top three fundraising schools.

**Sign up your team or school today by going to [buffalobills.com/BillieChallenge](http://buffalobills.com/BillieChallenge).** Please feel free to contact Stacy Roeder at the ECMC Foundation with any questions you might have at 716-898-5800 or [sroeder@ecmc.edu](mailto:sroeder@ecmc.edu).

We urge you to join us in showing all of Western New York that we BILLIEVE in fighting breast cancer by supporting the WNY Billie Challenge and **Pink Out WNY Sports** this fall. Thank you for your support.

Susan Gonzalez  
Executive Director

Ron Raccuia  
President

