



**CFL PINK Games Set for Weekend of October 21-22
Goal is to raise awareness and reduce the risk of women's cancers: Cohon**

TORONTO - (September 21, 2011) - The Canadian Football League will help tackle women's cancers by playing special "CFL PINK" games the weekend of October 21-22, the league announced today.

"Our goal is to help women's cancer agencies raise awareness and reduce the risk to women's health," said CFL Commissioner Mark Cohon.

Reebok is providing CFL players with pink gloves, wrist bands and other items. Players will also wear a special decal on their helmets. CFL officials will use pink whistles, and coaches and other team personnel will wear sideline gear adorned with pink. Fans will be able to buy special CFL Pink merchandise at CFL games that weekend and at selected Reebok stores, with a portion of the proceeds earmarked for cancer charities.

During the month of October, we encourage CFL fans to visit CFL.ca/PINK to learn about our teams' initiatives in support of helping tackling women's cancers. CFL.ca will also feature stories on some of our players whose lives have been affected by women's cancers and their mission to help raise awareness.

"The fight to end women's cancers, and particularly breast cancer, is a cause that is very close to myself and many players in our league," said Taylor Robertson, an offensive lineman with the Toronto Argonauts. "Personally, I lost my mother to breast cancer when I was 7-years old. Now, I work to raise funds and awareness and celebrate survivors through my Life on the Line program. I am thrilled to partner with the CFL and the Argos on Pink Day and challenge all CFL players and fans to come out and make a difference."

Fans will have the opportunity to bid on limited edition Pink items by visiting the CFL Auction page with proceeds going to cancer charities.

Here is the schedule for the weekend:

Friday, October 21, 6:30pm ET	Edmonton at Toronto
Friday, October 21, 9:30pm ET	Saskatchewan at Calgary
Saturday, October 22, 3:00pm ET	Montreal at Winnipeg
Saturday, October 22, 7:00pm ET	B.C. at Hamilton

For more information, fans and media can visit CFL.ca.

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About the Canadian Football League

The Canadian Football League is our league. It's built on a tradition as proud, staged on a field as broad, and played at a pace as exciting as the country we are proud to call home. Our championship game, the Grey Cup, is the biggest single annual sporting event in Canada. The 99th edition will be played on November 27, 2011 in Vancouver, British Columbia.

For Additional Information

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