



2 March, 2012

AFL Canberra – Testimonial

AFL Canberra joined the cause in supporting Breast Cancer Network Australia (BCNA) in 2009 and since then has annually held Pink Footy Round. Held on Mother's Day weekend, for this round going to the footy is not just about what happens on the field on this day.

Whilst the premise behind our support of BCNA is to highlight breast cancer and support the women and their families in the ACT and surrounding NSW regions, we have been able to add extra interest in the day too.

We have been able to engage our clubs and supporters in Pink Footy Round by having the Best Dressed Pink Person the Best Dressed Pink Club. This brings out the friendly rivalry between the clubs in their quest to have the best pink club. People have dressed up in pink clothes, wigs, face paint and some clubs have gone as far as wearing pink playing socks and jumpers. One club even released doves as a mark of respect for the women and their families that had unfortunately lost their battle with breast cancer.

Sponsors have also embraced our Pink Footy Round by changing their logo to be pink, having donation boxes in their branches and providing gift vouchers and prizes.

Pink Footy Round has become a fun way for the football community to come together in support of women and their families who are affected by breast cancer.

This is an important cause to support and I would encourage all football leagues and other sports also to get on board.

Tamarah Knox

Football Operations Manager

AFL Canberra