

Sports & Entertainment

Lifetime's 30th Annual Breast Cancer for Life focuses on young women from sports page 1

tion to raise awareness about early detection, galvanize funding for critical research, and continue to pave the way to find a cure to end breast cancer once and for all."

"We are grateful for Lifetime's continued support in raising awareness about breast cancer and advancing our mission," said BCRF Chief Scientific Officer Dorraya El-Ashry. "While the incidence of breast cancer in younger women remains low, diagnoses in women under 50 are rising. We're making strides in understanding the disease better and improving care for younger patients, with the goal of reversing this trend. Lifetime's ongoing commitment to highlighting breast cancer year after year plays a vital role in propelling this lifesaving research forward." The PSA campaign will run on Lifetime and across various digital platforms and amplified by Lifetime's distribution partners, encouraging individuals to speak with their doctors about their individual risk factors. For more information about the "Stop Breast Cancer for Life" campaign and how you can support the BCRF, please visit <https://www.mylifetime.com/stop-breast-cancer-for-life>.

Breast cancer recently became the most commonly diagnosed cancer globally, accounting for 12% of all new cancer cases worldwide according to the World Health Organization. Breast cancer is also the number one most diagnosed cancer for women. One in eight women in the US will be diagnosed with breast cancer in her lifetime. Every fourteen seconds, somewhere in the world, a woman is diagnosed with breast cancer. Women under 40 have seen an 8% rise in diagnoses. Every two minutes, a woman in the US is diagnosed with breast cancer and over 40,000 Americans die from breast cancer each year. But thanks to research, there are over 4 million survivors. Research is the reason millions of women are not just surviving from breast cancer, but now also thriving. Long at the forefront in the ongoing effort to end breast cancer for over 30 years, Lifetime's Stop Breast Cancer for Life initiative has been dedicated to offering women the most up-to-date, comprehensive information about the disease. Reaching women and families through continued support from Lifetime's distribution partners, advertising sponsors

and leading non-profit organizations, Lifetime has been a leading advocate for women and for the fight against breast cancer. The PSA campaign will run on Lifetime and across various digital platforms and further amplified from Lifetime's Distribution Partners, encouraging individuals to speak with their doctors about their individual risk factors. For more information about the "Stop Breast Cancer for Life" campaign and how you can support the BCRF, please visit <https://www.mylifetime.com/stop-breast-cancer-for-life>.

This year's campaign will feature four breast cancer themed movies available on VOD, the Lifetime app, and mylifetime.com during the month of October. The inspiring stories of resilience, courage and strength include the breast cancer short films anthology FIVE from directors Jennifer Aniston, Demi Moore, Alicia Keys, Penelope Spheeris and Patty Jenkins starring Lyndsy Fonseca, Jeanne Tripplehorn, Patricia Clarkson and many others; Four Extraordinary Women about one man's emotional journey as four loved ones battle breast cancer, Matters of Life & Dating, and the Critics' Choice nominated movie, List of a Lifetime, starring Kelly Hu, Sylvia Kwan, Patricia Velasquez and icon Shannen Doherty who lost her battle with breast cancer earlier this year, following the story of a woman who searches for the daughter she gave up for adoption after she is diagnosed with breast cancer.

About The Breast Cancer Research Foundation

Breast cancer is a complex disease with no simple solution. Research is the key to stopping it in its tracks. Founded in 1993 by Evelyn H. Lauder, the Breast Cancer Research Foundation is the largest private funder of breast cancer research in the world. We invest in the best minds in science—and foster cross-disciplinary collaboration—to examine every aspect of the disease from prevention to metastasis. Our approach accelerates the entire field and moves us closer to the answers we urgently need. Join us in fueling the world's most promising research. Learn more and get involved at BCRF.org.

Follow Lifetime Publicity on Twitter and Instagram

Tennessee Titans will travel to battle Buffalo Bills at Highmark Stadium

Tennessee Titans (1-4) at Buffalo Bills (3-2) Sunday, Oct. 20, 2024 • 1 p.m. EDT/Noon CDT • Highmark Stadium • Orchard Park, N.Y. • TV: CBS*



Barber and Jason McCourty, and reporter AJ Ross.

Fans in Nashville can stream live Titans games on mobile devices with NFL+, which offers access to local games and all primetime games on phones and tablets. Out of market, fans can watch every Sunday afternoon game with Sunday Ticket. More information on ways to watch NFL games can be found at nfl.com/ways-to-watch.

The Titans Radio Network and Nashville flagship 104.5 The Zone carry all Titans action across the Mid-South with the "Voice of the Titans" Mike Keith, analyst Dave McGinnis, sideline reporter Ramon Foster, executive producer/gameday host Rhett Bryan and co-host Amie Wells.

LAST WEEK AGAINST THE COLTS

Following their Week 5 bye, the Titans hosted the division rival Indianapolis Colts at Nissan Stadium last week. The Titans took a 17-10 lead into the fourth quarter, but the Colts scored the game's final 10 points to escape with a 20-17 win.

Starting quarterback Will Levis was back in the lineup after missing most of the previous contest at Miami with a right shoulder injury. He passed for 95 yards and completed a nine-yard touchdown pass to wide receiver Nick Westbrook-Ikhine in the first quarter.

The Titans' second touchdown against the Colts came courtesy of running back Tony Pollard. During the opening drive of the second half, with the Titans facing a third-and-19, Pollard found the end zone on a 23-yard rushing attempt. He finished the contest with 93 rushing yards, and through five contests he leads the team with 339 rushing yards and 421 total scrimmage yards (82 receiving).

On the defensive side, safety Amani Hooker registered his first interception of 2024 and the eighth interception of his six-year career. He set up the team's first touchdown with a 30-yard return.

Through six weeks of the NFL season, the Titans rank first in total defense, allowing opposing offenses an average of only 248.8 yards per game. They rank second in the league in passing defense, yielding only 137.0 passing yards per contest.

THE BILLS

Led by head coach Sean McDermott, the Bills carry a streak of five consecutive playoff seasons and four straight AFC East titles into 2024. They won their first three contests of 2024 before dropping consecutive games at Baltimore and at Houston. Their Week 6 matchup is scheduled for Monday night, Oct. 14, at the New York Jets.

Bills quarterback Josh Allen is in his seventh NFL season since he was selected in the first round of the 2018 NFL Draft out of the University of Wyoming. Allen and Patrick Mahomes are the NFL's only quarterbacks who have passed for more than 4,000 yards in each of the past four campaigns.

* The Bills' 3-2 record is prior to their game on Monday, Oct. 14.

NFL and Cisco partner to connect and protect NFL international games... from sports page 1

of the NFL for many years, providing the networking and cybersecurity technology that we rely on to connect and protect our biggest events, as well as our daily operations," said Gary Brantley, chief information officer at the NFL. "As we continue to expand our presence globally, Cisco's proven track record in delivering on the biggest stages, in constantly evolving, digital environments, allows us to execute with confidence." On an international stage, the NFL requires a technological infrastructure that prioritizes simplicity, visibility, reliability and protection. Cisco Secure Firewall helps the NFL with end-to-end visibility, simplified security management and network segmentation across distributed and hybrid networks, while Cisco XDR allows the league to investigate, prioritize and remediate the highest priority incidents with AI-enhanced speed, efficiency and decisiveness. The solutions across the Cisco Security portfolio complement each other to provide the highest level of security and confidence for the NFL and guest environments. This integrated, end-to-end deployment at Super Bowl LVIII

this past February successfully blocked 39,000 security intelligence events and 354,000 connections to or from blacklisted areas of the world, ensuring 100% network uptime to keep the game and all its operations running smoothly.

"The NFL International Games presents an enormous opportunity for the NFL, so we are proud to be the partner they trust to deliver the connectivity and security required to operate globally," said Rob McQueen, vice president of global sponsorships at Cisco. "Failure is not an option in these dynamic, high-pressure environments, and Cisco technology continues to deliver for the biggest leagues, teams, events and stadiums everywhere."

Cisco sponsored the inaugural NFL Flag European Continental Series, which featured the Girls Under-14 national champions of five European countries: Austria, France, Germany, Great Britain and Spain. Athletes from these five teams attended the New York Jets versus Minnesota Vikings game on Oct. 6 and competed in a one-day tournament at Tottenham Hotspur Stadium the

following day.

Today's announcement builds upon an existing relationship between the NFL and Cisco, which since 2021 has served as the official enterprise networking partner and an official cybersecurity partner of the NFL, connecting and protecting the league and its operations 365 days a year. In addition, every NFL stadium's replay control room is built on Cisco technology and connected back to the Art McNally Game-day Central in New York via a Cisco network, and nearly all of the league's official partners and two-thirds of NFL stadiums rely on Cisco technology, including Levi's Stadium and SoFi Stadium, sites of the Super Bowl LX and LXI, respectively.

About the National Football League

The National Football League is America's most popular sports league, comprised of 32 franchises that compete each year to win the Super Bowl, the world's biggest annual sporting event. Founded in 1920, the NFL developed the model for the successful modern sports league, including

national and international distribution, extensive revenue sharing, competitive excellence and strong franchises across the country.

About Cisco

Cisco (NASDAQ: CSCO) is the worldwide technology leader that securely connects everything to make anything possible. Our purpose is to power an inclusive future for all by helping our customers reimagine their applications, power hybrid work, secure their enterprise, transform their infrastructure, and meet their sustainability goals. Discover more on The Newsroom and follow us on X at @Cisco. Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. A listing of Cisco's trademarks can be found at www.cisco.com/go/trademarks. Third-party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company.

Memphis Athletics partners with the DeAngelo Williams Foundation to support breast cancer awareness from sports page 1

ness Month. During the game, the foundation's partnership with the athletics department will be officially recognized.

"Partnering with the DeAngelo Williams Foundation is a wonderful opportunity for the University of Memphis and the athletic department to support the outstanding work DeAngelo, his wife Risalyn and their entire organization are doing for breast cancer awareness," said Senior Vice President and Director of Intercollegiate Athletics Dr. Ed Scott. "We are honored to launch the collaborative effort at the North Texas game during Breast Cancer Awareness month."

The DeAngelo Williams Foundation is a non-profit organization with a mission to develop and seek initiatives to support the

eradication of breast cancer through preventative care and research. Williams is the founder and president of the foundation, which he started in honor of his mother and four aunts who passed away from breast cancer.

Williams' No. 20 was retired by Memphis in 2006, and he recently became the first Tiger player inducted into the College Football Hall of Fame as part of the 2023 class. A First Team All-American in 2005, Williams finished seventh in Heisman Trophy voting and was named a finalist for the Doak Walker Award. An AP Third Team All-American in 2004, Williams set an NCAA record with 34 games of 100-plus yards rushing, and he finished his career as the FBS record holder in all-purpose

yards (7,573).

Memphis football fans can see the Tigers back in action at Simmons Bank Liberty Stadium on Saturday, Oct. 19 vs. North Texas. Single-game tickets for the 2024 season can be found at GoTigersGo.com.

DeAngelo Williams Foundation:

For more information on the DeAngelo Williams Foundation, visit www.DeAngeloWilliams34.org and follow its social media channels on Twitter, Instagram and Facebook.

For complete information on Memphis Tigers Football, visit www.GoTigersGo.com and follow the team's social media channels on Twitter, Instagram and Facebook.

Wrestling Day set for Memphis vs. North Texas Game for October 19

MEMPHIS, Tenn. – Wrestling Day is back for another year at Simmons Bank Liberty Stadium for Saturday's University of Memphis football game against North Texas at 6:30 p.m.

The wrestling action gets start on Tiger Lane at 5 p.m. near the fountain with three matches

while a Meet and Greet will begin at 5:30 p.m. at Gate 3 the includes Jerry Lawler, Jimmy Hart, Doug Gilbert, Tommy Rich, Downton Bruno, Spellbinder, Reggie B. Fine, American Gladiator, Memphis Tiger and Russian Wrecking Ball.

Memphis Athletics announced

a partnership with The DeAngelo Williams Foundation in support of Breast Cancer Awareness Month this October. For every ticket sold to Saturday's game against North Texas, \$5 will be donated to the foundation to purchase mammo-

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DON'T LET THIS HAPPEN AGAIN.

Please crush ALL cans for the safety of our animal friends.

PETA