

CVHS varsity football plays for two cancer charities



Marketing students at Chippewa Valley High School have already begun selling purple T-shirts in preparation for a Purple Cancer Awareness football game, set for Sept. 15 at Chippewa Valley High School.

By Nicole Tuttle , For The Macomb Daily



Chippewa Valley High School varsity football players will wear special socks for the Sept. 15 Purple Cancer Awareness game.

Something greater than school spirit and team rivalry will be present when Chippewa Valley High School's varsity football team takes to the field on Sept. 15, something more deeply personal to students on and off the field – a show of support for all cancers.

A Purple Cancer Awareness football game will be held at Chippewa Valley High School in Clinton Township at 7 p.m. Chippewa Valley High School's varsity football team will play Eisenhower High School's varsity football team, but instead of CVHS's school colors of red and white, attendees are asked to wear purple to the game to support those with cancer.

This is the third year that the school has hosted a Purple Cancer Awareness fundraiser and football game, according to Chippewa Valley Head Varsity Football Coach and counselor Scott Merchant. Merchant said that his players will wear socks with purple ribbons during the game and purple ribbons on their helmets.

“A bigger part of it is that our players and coaches are going to be playing or coaching on behalf of someone,” Merchant said.

Players and coaches will invite someone fighting cancer or a family member of someone who has passed away from it to the game, and they will play or coach in that person's name at the game, according to Merchant. Honorees will have their names listed in the game program, have their names announced at the game's end, and will receive commemorative purple dog tags, according to Merchant.

Money raised prior to the game and at the game will be donated equally to the Van Andel Institute and the Believe Foundation. Last year an estimated \$5,000 was raised for the two organizations, according to Merchant. Merchant said he anticipates that on the evening before the game,

representatives from the Van Andel Institute and Believe Foundation will come to a team dinner and address the team about their organizations and what funding will go towards.

“Each player will go around and say who they are playing for and why and how cancer has affected whoever they are playing for. It is pretty powerful,” Merchant said.

The team’s honorary captain this year will be Nichole Wouters, a math teacher at Chippewa Valley High School’s Ninth Grade Center. Wouters is a 2007 Dakota High School graduate who also serves as a varsity volleyball coach at Chippewa Valley High School. She was diagnosed on Jan. 10 with lung and brain cancer.

Jennifer Paterson, a marketing teacher at Chippewa Valley High School, said that last school year students with the marketing program and school store already began planning T-shirt designs and making other plans for Purple Cancer Awareness 2017. Special new purple shirts have been ordered for the occasion and marketing students have already begun selling them during Big Red Check-In days. Check in days were held Aug. 22, 23 and 24 at the high school’s ninth grade center and main building.

“We sold a lot of them, we had a great response during Big Red Check-In days. We’ll sell the rest we hope when school starts and closer to the game...” Paterson said on Aug. 28.

Students are encouraged to wear purple to school all day on Sept. 15, not just at the football game, as part of the effort to make Purple Cancer Awareness a school-wide event according to Paterson. Marketing students will sell purple items in the school store for a variety of price ranges, including balloons, pom poms, foam fingers, bracelets, short and long sleeve shirts according to Paterson.