

CVHS hosts Purple Cancer Awareness football game



Chippewa Valley High School is trading in its school colors of red and white for purple in support of cancer awareness on Sept. 23.

By Nicole Tuttle , For The Macomb Daily
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On Sept. 23, donations to the Believe Foundation and Van Andel Institute will be collected during the Chippewa Valley High School varsity football game against Warren Mott High School. Nicole Tuttle

When football rivals Chippewa Valley High School and Warren Mott High School face off on Sept. 23, they will have at least two things in common -- the purple ribbon decals on their helmets and the purple socks on their feet.

Chippewa Valley High School's home varsity football game in Clinton Township against Warren Mott High School on Sept. 23 at 7 p.m. will be a designated Purple Cancer Awareness game. To show support for those battling all types of cancer, game attendees for both teams are encouraged to wear purple to the game.

"Our school store and student government have already begun selling purple items for the game," Chippewa Valley Head Varsity Football Coach and counselor Scott Merchant said. "That will continue up until the game. Yes, all of our students and fans as well as Mott's will hopefully be wearing purple in a unified effort for this cause."

Jennifer Paterson, the marketing teacher at Chippewa Valley High School, said marketing students and other group activities in the school have been fundraising in their own way for the causes. Wristbands and T-shirts are some of the items marketing students have been selling for the cause, according to Paterson.

Players and coaches will participate in the game in honor of someone fighting cancer or someone who has passed away from it, Merchant confirmed. The honoree or a representative of that person will be presented with a purple dog tag listing the Believe Foundation and Van Andel Institute on it. Names of the honorees will also be listed in the game program, listed on the scoreboard and read over the loud speaker, Merchant said.

Funds raised from student efforts and at the football game will benefit the Van Andel Institute and the Believe Foundation.

“There will be different activities going on before and during the game and different collection opportunities. Cash or checks are made out to CVHS,” Merchant said.

This is the second year that Chippewa Valley High School has hosted a Purple Cancer Awareness fundraiser and football game, according to Merchant.

“We raised just over \$6,000 total last year,” Merchant said.

This year, the goal is simply to collect as much money as possible for the two charities, with 100 percent of the funds raised divided equally between them, according to Merchant. The Van Andel Institute and the Believe Foundation were selected as the beneficiaries of the fundraising efforts again this year as Van Andel uses 100 percent of donations for research, and the Believe Foundation helps people locally, Merchant said.

This is also the second year that Warren Mott High School has been Chippewa Valley High School’s opponent on Purple Cancer Awareness football game night.

“We only have four home games this year, one was the first week of school, one is for homecoming and one is for senior night so that only left us with one date,” Merchant said. “It just happened to be Mott again, but we have tremendous respect for Mott and their football program, so it works out well...”

Warren Mott Head Varsity Football Coach and teacher Thomas Milanov said that his team made a donation to the causes as well.