MEDIA ADVISORY

FOR IMMEDIATE RELEASE Contact: Alexa Hillery

10/24/2012 618-520-9901

 ahiller@siue.edu

**Pink Hair takes over SIUE**

**Alpha Sigma Tau Sorority raises breast cancer awareness**

Alpha Sigma Tau will hold their 4th annual Pink Hair for Hope fundraiser on Oct. 23 and 24. Pink Hair for Hope raises funds for the American Breast Cancer Society. This unique event brings in around 400 people from Southern Illinois University Edwardsville and the surrounding Metro-East communities.

**Who:** Alpha Sigma Tau Sorority

**What:** Pink Hair for Hope fundraiser

**When:** Oct. 23, 5 – 9 p.m.; Oct. 24, 4 – 9 p.m.

**Where:** Southern Illinois University Edwardsville, Morris University Center

Oct. 23: Mississippi/Illinois Room

Oct. 24: Maple/Dogwood Room

**Why:** To raise funds and awareness for the American Breast Cancer Society

Reporters may park in [Lot B](http://www.siue.edu/maps/tour/parking.shtml) by buying a pass from the kiosk. Once you walk to the top of the lot, the Morris University Center is the building on your right. For more information, contact Kara Combs at 217-555-1234 or Alexa Hillery at 618-520-9901.

# # #