FEATURE STORY

FOR IMMEDIATE RELEASE Contact: Alexa Hillery

9/24/2012 618-520-9901

[ahiller@siue.edu](mailto:ahiller@siue.edu)

**Think Pink**

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

EDWARDSVILLE, Ill.—When you think of October, you usually think about orange, black and brown. But have you ever thought about thinking of pink?

October is National Breast Cancer Awareness Month, and the ladies of the Beta Eta chapter of Alpha Sigma Tau sorority are going to paint the town pink. This year, they will hold their 4th annual Pink Hair for Hope event.

At Pink Hair for Hope, anyone can get a pink strand of hair glued into their own for $10. All of the proceeds go directly to the Susan G. Komen Breast Cancer Foundation.

Former chapter President Allison Moenster started Pink Hair for Hope on Southern Illinois University Edwardsville’s campus in 2009. Originally, the event was only available to members of Alpha Sigma Tau, but the event has now grown to a community-wide event.

Kara Combs, the organization’s philanthropy chair, is impressed at how large the event has become. “Last year we had people’s moms, little sisters and even boyfriends coming in.”

-more-

Pink – p. 2

Combs shared that last year over $4,000 was raised during the two-day event. The event is anticipated to be even greater this year. “We’re having vendors this year selling products and giving a percentage of the proceeds back to Pink Hair for Hope.” Their goal is to raise $5,000.

Along with Pink Hair for Hope, Alpha Sigma Tau will host Bumps for Humps, a sand volleyball tournament. The winning team will bring home a trophy.

Brogan Epkins, a member of Alpha Sigma Tau, feels a deep connection to the efforts of her sisters to raise money for breast cancer research. When she was 8 years old, her mother was first diagnosed with breast cancer. She watched her mother struggle with this horrible disease and eventually lost when Epkins was 15.

Epkins was moved at how much effort the members of Alpha Sigma Tau put toward Pink Hair for Hope that she knew she could call on them to help her personal dream come true. She wanted to walk in the Susan G. Komen 3-Day Walk for the Cure, in which you walk 60 miles in just three days. The only catch was that she had to raise $2,300 on her own.

“I am horrible at fundraising, but when I called on my sisters for help, they were there donating everything they had. It was amazing the support they gave me.” Epkins raised the money and walked the 60 miles in August.

-more-

Pink – p. 3

Pink strands may be purchased in the Morris University Center before the event, giving you an express pass that will allow you to jump to the front of the line. Bumps for Humps teams are made up of six players, with a registration fee of $15. Each person who plays will get a T-shirt. Teams must be signed up by Oct. 17. For more information, contact [Kara Combs](http://www.library.siue.edu/irs/forms/people_find_multi_page.php3?searchkey=Combs,Kara&start=0&who=students) or visit Alpha Sigma Tau’s [website](http://astsiue.com/).

# # #