

For Immediate Release

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PRize fighters knockout cancer
It's no game... cancer is going to kiss the canvas

EDWARDSVILLE, Ill. – POW! PRSSA knocked out cancer at the SIUE Relay for Life event on April 13. PRSSA created their first Relay for Life team, The Purple PProject and exceeded their \$1,500 goal by raising \$2,484 for the American Cancer Society. The Purple PProject was the 2nd top team to raise funds out of 47 participating teams.

The Purple PProject kept the punches rolling all night long and won the Relay for Life Spirit Award! One Spirit Award is given away at each Relay for Life nationwide to the team that earns the most spirit bucks. Spirit bucks are given to teams for participating in relay activities, games and fundraisers from the start at 6 p.m. to the end at 6 a.m. - Let's just say The Purple PProject didn't sleep a wink!

Stacey Howard, PRSSA chapter adviser and Purple PProject member said, "The Purple PProject put PRSSA on the map for Relay for Life. I think exceeding our goal and winning the Spirit Award is a huge accomplishment for our first year and hopefully it will continue to grow each year."

Relay for Life is a life-changing event to celebrate survivors, remember loved ones and fight back against cancer. It is a 12 hour event... because cancer never sleeps, so participants don't sleep either. They are up all night, raising awareness and raising funds, and every donation helps to save lives and create more birthdays.

The Purple PProject had a boxing theme to go with the SIUE Relay for Life theme, "Cancer's Not a Game." The Purple PProject team motto was, "Prize Fighters Knockout Cancer! It's no game... cancer is going to kiss the canvas!"

The Purple PProject campsite was a boxing ring decorated with a huge inflatable punching bag, rock'em sock'em robots and boxing signs. The signs said, "Knockout Cancer," "Tie Cancer to the Ropes" and "Make Cancer Kiss the Canvas." As a fundraiser, people could pay \$1 to enter a boxing match using inflatable boxing gloves.

"I thought the boxing ring fundraiser was a clever idea and gave us all something fun and entertaining to watch throughout the night," said Isaac Blankson, Speech Communication Chair and Purple PProject member.

The Purple PProject raised \$284 the night of the Relay for Life event. Prior to the event they raised \$2,000 through various fundraisers including selling purple cupcakes, sparkly purple head bands and displaying a purple donation jar at Evergreen Hall.

The sparkly head bands were a huge success for The Purple PProject. The Purple PProject hot glued sparkly trim together to create the head bands and sold them for \$3 a piece or two for \$5. Sales rocketed as some other teams bought in bulk, so that they could have matching head bands the night of the event.

A final boost of money to complete The Purple Project's goal came from luminaria sales and friends and family donations. Purple PProject team captain Sarah Rohner said she is extremely proud of exceeding their \$1,500 goal.-MORE-

"This is a huge accomplishment for the SIUE chapter of PRSSA. This just shows what PRSSA can do as a team when we work hard for a good cause and add a little spirit!"

Rohner has always attended her hometown Relay for Life events with her grandmother, but this is her first time as a team captain.

"Everyone has a reason to relay. I relay for my friend who lost her battle with lung cancer, my neighbor who is fighting breast cancer and my grandma who beat colon cancer."

The Purple PProject made a big difference in the fight against cancer by raising over \$2,000. Next year, The Purple PProject will continue to knockout cancer with their spirit and rally for a cure.

Cancer is no game, but if it was The Purple PProject knocked it off the board.

About PRSSA

PRSSA is the leading student organization for students interested in public relations and communications. The mission of PRSSA is to aid students in professional development and knowledge of public relations. Members have opportunities to receive real-world experience through internships and agency tours.

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