

NEWS RELEASE

For Immediate Release

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Student group paints SIUE purple to fight cancer *Student group rallies to raise \$1,500 this spring*

EDWARDSVILLE, Ill. – Public Relations Student Society of America created The Purple PProject team and will participate in the Relay for Life event at Southern Illinois University Edwardsville on April 13 at the Korte Stadium. The SIUE Relay for Life runs from 6 p.m. to 6 a.m. because “cancer never sleeps, so why should we.”

The mission of The Purple PProject is to paint SIUE purple by selling purple cupcakes, purple head bands and display purple donation jars around campus. The Purple PProject’s goal is to raise \$1,500 for the American Cancer Society.

The Purple PProject made \$104.75 at their bake sale last Monday, March 26 in Peck Hall. The sweet treats consisted of springy purple sugar cookies, purple cupcakes, purple Funfetti cookies and more!

The current Purple PProject donation jar can be found on the front desk of Evergreen Hall, so all dorm residents will see it as they enter and leave.

Sarah Rohner, The Purple PProject team captain, says, “Everyone has a reason to relay. I relay for my friend who lost her fight against lung cancer, for my neighbor who is fighting breast cancer and for my grandma who beat colon cancer.” Rohner has always

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

“I invite everyone to join us at the Relay for Life to celebrate survivors, remember loved ones and fight back against cancer. Together we can create more birthdays.”

The Purple PProject can also collect donations online at relayforlife.org/SiueIL. This year SIUE has a goal is to raise \$38,000 for the American Cancer Society. Each donation is a step to saving lives.

The Purple PProject invites community members to attend, walk and donate at the SIUE Relay for Life event. The Purple PProject is PRSSA’s first Relay for Life team. They hope to make it an annual tradition and paint SIUE purple in support of the American Cancer Society. For more information about The Purple PProject or how to join the team, contact Sarah Rohner at (618) 918-1939 or email srohner@siue.edu.

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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