FOR IMMEDIATE RELEASE

TITAN STUDENT UNION LIT PINK FOR BREAST CANCER AWARENESS

Fullerton, Calif. - The Titan Student Union at California State University, Fullerton is lighting up the outside of the building pink for Breast Cancer Awareness Month October 22-26, 2012, in a joint project with the Titan Student Centers Governing Board and Zeta Tau Alpha sorority.

Zeta Tau Alpha, a national sorority on campus has partnered with Associated Students, Inc. to help raise awareness for Breast Cancer during the month of October. Zeta Tau Alpha’s philanthropy is Breast Cancer Research and their annual “Pink Out” philanthropy event helps raise funds for that cause. This year, Zeta Tau Alpha expanded their annual event by working with the Titan Student Centers Governing Board to illuminate the outside of the Titan Student Union every night the week of October 22nd with pink lighting, which is generally associated with Breast Cancer Awareness.

“I want to personally thank everyone for assisting in the changing of the lights on the Titan Student Union. Even being lit only two nights, it has most certainly brought increased awareness to our cause this week,” stated Zeta Tau Alpha President, Tracy Goins.

The Titan Student Union will glow pink nightly throughout the course of “Pink Week,” which will conclude on October 26. Zeta Tau Alpha will also be on the Titan Walk distributing pink ribbons and informational pamphlets to students until Thursday.

For more information about Zeta Tau Alpha and the continuous efforts of the sorority to support Breast Cancer Awareness, please contact Chapter President Tracy Goins at tracygo.prez@yahoo.com.

The Titan Student Union is a student funded program of Associated Students, CSUF, Inc. (ASI). The Titan Student Union serves as the primary gathering place for the Cal State Fullerton community, housing a variety of programs and services, including: conference and meeting space; food services; lounges; Internet access; retail services; and recreational activities.

# # #