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SAMA-ALTOONA TO HOLD *THINK PINK* FUNDRAISER IN NOVEMBER

Altoona – Over its first ten years, the Southern Alleghenies Museum of Art at Altoona’s annual fashion show fundraiser was known as one of the best parties in the area, combining fine art and fashion with a touch of big city style. But since its rebranding as *Think Pink* last year, the event is now known for something more important: helping save lives.

In 2013, SAMA-Altoona’s *Think Pink* raised \$2,000 for the American Cancer Society’s Making Strides Against Breast Cancer campaign, and the Museum will again donate a portion of the proceeds from the 2014 fundraiser to the American Cancer Society’s campaign. *Think Pink* will be held on Friday, November 7 at SAMA-Altoona and includes a gourmet dinner, dancing, silent auction, and style show.

“The American Cancer Society is thrilled that SAMA has chosen to partner with us again on *Think Pink*,” said Jan Andrews, President of the American Cancer Society’s Volunteer Leadership Council, Blair Unit. “This is a first in our area where one non-profit is sharing some of its proceeds with another non-profit. Barbara Hollander is taking a leadership role in the community by exemplifying how non-profit organizations can work together.”

Andrews said the *Think Pink* event helps increase awareness of breast cancer, and that the proceeds fund a number of important initiatives. “The monies donated to the American Cancer Society will again go to Making Strides Against Breast Cancer and will be used for breast cancer research and area support programs and services including ‘Look Good, Feel Better’ (a makeover service) and our free wig program,” she said. “Proceeds are also used to help women receive mammograms who otherwise would not be able to afford them.”

In addition to helping raise money and awareness for the American Cancer Society, *Think Pink* also is one of SAMA’s most critical annual fundraisers, and the only fundraiser for the Altoona Museum. The event helps fund museum operations and exhibitions, as well as numerous educational initiatives such as the Arts-in-Education and Museum/Healthcare Partnership programs. Funds raised from *Think Pink* also help keep the doors to SAMA’s four museums open to the public free of charge.

“*Think Pink* is not only the Altoona Museum’s major fundraiser, but we like to think of it as a *fun*-raiser as well,” said SAMA-Altoona Coordinator Barbara Hollander. “We look forward to our community supporting this event as they have the past eleven years.”

Think Pink is scheduled for Friday, November 7 at SAMA-Altoona. The event begins at 6:30 p.m. with a champagne reception and hors d’oeuvres in the Museum gallery before moving next door to The Columns for a buffet dinner by The Allegro, dessert, dancing, specialty bars, a scotch-tasting, silent auction and a style show. Serving as Chair is Chantel Ventura-Garofalo.

A new twist for this year’s program is the inclusion of a boxing ring. “Instead of having our models walk down the runway, this year we will have them in a boxing ring to help promote our fight against cancer,” said Hollander.

The fashion show will be produced by Diamond Bridal Collections and Special Occasions of Hollidaysburg.

The event also will include a raffle with an opportunity to win one of three great prizes. Tickets are \$10 per chance, or three chances for \$25. This year’s prizes include a four-piece Belle Etoile sterling silver and enamel with Swarovski crystals jewelry set, valued at \$1,100; an opal ring with ½ carats of pink sapphires set in rose gold, valued at \$900; and *Girl in Purple*, a color lithograph by famed Magic Realist artist Colleen Browning, valued at \$500.

Tickets to *Think Pink* are \$75 per person. Reservations are required by November 3. For tickets or more information, please call the Altoona Museum at (814) 946-4464. Valet parking will be available. Several event sponsorship opportunities also are available.

The Southern Alleghenies Museum of Art at Altoona is celebrating its 35th anniversary in 2014. The Museum has been serving the Blair County community since 1979 with world-class exhibitions and award-winning education programs. The facility was designed with state-of-the-art exhibition and storage space for artwork, and houses the Altoona Area Public Library’s rare collection of albumen photographic prints by William H. Rau, the official photographer for the Pennsylvania Railroad at the turn of the 20th century.

The Southern Alleghenies Museum of Art at Altoona is located in the Brett Building at 1210 Eleventh Avenue. Hours of operation are 10 a.m. to 5 p.m. Tuesday through Friday and 1 to 5 p.m. Saturday. The Museum is a handicapped-accessible facility and is open to the public free of charge. Parking is available in the garage across the street or in metered spots in the lot at the rear of the building. For more information, call the Museum or visit www.sama-art.org.