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***THINK PINK FASHION SHOW FUNDRAISER RETURNS TO
ALTOONA MUSEUM***

Altoona – In recent years, the Southern Alleghenies Museum of Art at Altoona has partnered with the American Cancer Society for its annual fashion show fundraiser. That partnership will continue this fall as the Museum offers another *Think Pink* event, “Round 2: The Fight Continues,” on November 6. The event has grown into one of the region’s most anticipated annual social events thanks to its combination of fine art and fashion in a progressive, party atmosphere. *Think Pink* also offers the community a unique opportunity to support two non-profit organizations with one fantastic program.

“*Think Pink* is such an exciting event for both the American Cancer Society and SAMA,” said Jan Andrews, Chairperson of the American Cancer Society’s South Central PA Volunteer Leadership Council. “SAMA-Altoona Coordinator Barbara Hollander and her committee provide so much positive energy at this event. Nowhere else in our region do people blend a culture of art and fashion that also benefits cancer patients.”

Since 2013, SAMA has donated \$5,000 to the American Cancer Society through the *Think Pink* program. The donations benefit the Making Strides Against Breast Cancer campaign, and according to Andrews, the impact is being felt locally.

“In Blair and Cambria counties last year, contributions from *Think Pink* helped provide 59 new, quality wigs free of charge to cancer patients in our area,” she said. “*Think Pink* contributions also go directly to the Cancer Society’s *Look Good...Feel Better* program which helps women deal with the appearance-related effects of breast cancer treatment. With contributions from *Think Pink* last year, 36 local women learned how to cope with hair loss and skin changes at one of our classes taught by trained, local volunteer cosmetologists.”

But the program 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 will be held at 6:30 p.m. on Friday, November 6. The event begins in the Museum with champagne and hors d'oeuvres before moving next door to The Columns for buffet dinner by Bold, dessert, dancing and a silent auction featuring stools hand-painted by local artists. The program also includes a style show featuring fashions by Sapphire 9 and the debut of a line of original cruise wear designs by Nancy Sheetz. Serving as chair is Chantel Ventura-Garofalo.

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 *Beacon of Hope*, a limited edition print by Thomas Kinkade; a serigraph by Don Hatfield; and pink agate drop earrings featuring 17 ct. t.w. diamonds in sterling silver with hinged posts.

"Here is an event focusing on fashion that also helps cancer patients deal with their own physical appearances during treatment," said Andrews. "If you haven't attended this event, there isn't a better way to spend your Friday night. You will come away feeling energized about our region and proud to have supported an event that benefits both our region's art and the health of your friends and neighbors."

Tickets to *Think Pink* are \$100 per person. Reservations are required by November 2. For tickets or more information, please call the Altoona Museum at (814) 946-4464. Valet parking will be available. Several event sponsorship and advertising opportunities also are available.

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.