Southern University and A & M College System
AGRICULTURAL LAND-GRANT CAMPUS
Ashford O. Williams Hall
P. O. Box 10010
Baton Rouge, LA 70813
(225) 771-2242
(225) 771-2861 Fax
www.suagcenter.com

FOR IMMEDIATE RELEASE
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Contact: LaKeeshia Giddens Lusk, 225-771-2160
lakeeshia_giddens@suagcenter.com

SU Land-Grant Campus partners with Missy Radio Organization to co-host 11th Annual Pink Party with a Purpose… "Pink After 5!"

Breast Cancer Awareness Event

Baton Rouge, La. – The Southern University Agricultural Land-Grant Campus, consisting of the Southern University Ag Center and the Southern University College of Agriculture, has partnered with the Missy Radio Organization, Southern University Alumni Federation, Southern University Student Organizations and the Outstanding Mature Girlz Organization to host the 11th Annual Pink Party with a Purpose…"Pink After 5!"

The breast cancer awareness event will be held on October 19, 2017, on Southern University's Baton Rouge campus. Onsite registration will be held from 5 p.m. until 6:30 p.m. at the SU Ag Center. Proceeds from this fundraiser will be donated to Pink Party Recipient, Marcia Myles, who is currently undergoing chemotherapy treatment.

The Pink Bike Ride will begin at the Southern University Ag Center, ending at the Southern University Alumni Federation House with live music, healthy eating, and fun. Tickets range from $0 - $25.

The entire family will have an opportunity to join a cause that raises awareness to millions around the U.S. during the month of October. Pink Bike Riders can pre-register, get tickets, or make a donation at https://goo.gl/Bc2Xaw.

The Pink Party with a Purpose began in 2006, when local radio personalities Missy and Sashika joined forces to raise awareness to young women about breast cancer after Missy's hairstylist, Jacinta Freeman, was diagnosed with cancer at the age of 28. Freeman had to abruptly stop working to undergo a mastectomy and chemotherapy, which caused her to lose a portion of her primary source of income.

As a result both Missy and Sashika put on their creative wigs and gave birth to, "The Pink Party with a Purpose." For the past ten years, ten ladies have received an outpouring of love from the community during their time of need.

The Missy Radio Organization is a ten year champion in bringing awareness to breast cancer in young women. The organization consist of a network of individuals and other organizations dedicated to facilitating communications and education to improve communities in Louisiana. The organization aims to facilitate community expression; provide access to interactive media for the purpose of sharing news, music, culture, and information; and the production of unique and diverse programming that challenges the cultural and intellectual

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assumption of its core audience with a respect for all peoples and a concern for those under-represented by other media.

For additional information, contact SU Ag Center Assistant Area Agent Nicolette Gordon at 225-222-4136.

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