

Passionately Pink Week at Alfred University raises awareness for fight against breast cancer

10/13/17



ALFRED, NY Alfred University will host a week-long effort to raise awareness and generate funding for breast cancer research.

The “Alfred University Passionately Pink for a Cure” campaign will be held Oct. 18-25. The University’s fall sports teams will host Passionately Pink contests; merchandise will be sold on campus, with proceeds benefiting the local Susan G. Komen Breast Cancer Research Fund; and a dinner promoting breast cancer awareness will be held at Ade Dining Hall.

Pink sporting events, where spectators are asked to wear pink and team uniforms will be accented by pink, include: women’s soccer vs. Canton, Oct. 18, 5:30 p.m.; football vs. RPI, Oct. 21, 1 p.m.; junior varsity football vs. Erie Community College, Oct. 22, 1 p.m.; men’s soccer vs. Sage, Oct. 21, 5 p.m. (men’s soccer will also wear pink for their home games Oct. 17 and 24); and men’s and women’s swimming and diving vs. RIT, Oct. 21, 1 p.m.

T-shirts promoting breast cancer awareness will be for sale at all home sporting events throughout the week and also at the Alfred University Bookstore. Proceeds will benefit the local Susan G. Komen Breast Cancer Research Fund.

Luminaries will be sold for \$1 each at the Bookstore, with a lighting ceremony set for Oct. 25 at 7 p.m. recognizing everyone that has been affected by breast cancer. A fair-themed dinner is set for Friday evening, Oct. 20, and will feature a number of fun activities including games, drawings and prizes, and pink hair extensions.

Organizers are asking members of the Alfred community to wear pink for Pink Saxon Fridays on Oct. 20 and 27.