

AU is 'putting on the pink' for breast cancer awareness

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Alfred University students are seeing pink: The residence life staff has chosen to wear pink shirts, designed by 2011 alumnus Akeem Caballero, to promote breast cancer awareness. The initiative is part of the "Passionately Pink" campaign the University began three years ago. Breast Cancer Awareness month is October, said Brenda Porter, director of Residence Life for the University and advisor to the Passionately Pink committee on campus. Among the events already planned are a "pink out" at Alfred University's Homecoming football game against Hartwick, scheduled for 1 p.m. Oct. 8 at Merrill Field. "Party in Pink," a Zumbathon to benefit the Susan G. Komen Foundation, which supports breast cancer research, is being planned for Sunday, Oct. 9, from 1-4 p.m. at McLane Center. Sales of the traditional Passionately Pink tee-shirts will begin in September, Porter said, to make sure everyone has their "pink on" for the events. Other Passionately Pink events are being planned for October, she said.