



For Immediate Release:

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**MSU STUDENTS ‘TOUGH ENOUGH TO WEAR PINK’
IN FIGHT AGAINST BREAST CANCER**

On Thursday evening (Jan. 15), the Minot State University community will show their support in eradicating breast cancer with a “Tough Enough to Wear Pink” event. The event will take place during the women’s and men’s basketball games against Jamestown College, starting with the women’s game at 5:30 p.m.

“The ‘Tough Enough to Wear Pink’ event is a great way to make MSU students aware about breast cancer and at the same time get them involved in a nationwide campaign,” said Amber Jensen, student coordinator. “We appreciate that the athletic department is allowing us to hold this event during their activities.”

The athletic department is hosting the event in conjunction with the Student Activities Committee. The event will raise awareness about the disease and provide opportunities to celebrate those who have won the battle against breast cancer. The Student Activities Committee is under the Student Government Association, MSU’s student governing body. The committee puts on activities for students and provides fun entertainment throughout the year.

Throughout the night, there will be numerous activities for MSU students, along with a booth set up by Curves of Minot. Curves will showcase Livaid, the latest product which helps with breast self examinations; Livaid will be available for purchase. There will be lots of drawings and prizes given away for students and fans. One lucky contestant, who is sitting in the “lucky seat,” will win \$150 if they are wearing MSU apparel

In conjunction with “Tough Enough to Wear Pink,” the MSU basketball coaches are

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MSU Pink Event-2

promoting a “Coaches vs. Cancer Night,” where both the Beaver and Jimmies teams will wear pink.

The teams’ coaches will be wearing pink as well. Donation buckets will be placed at each of the gate entrances.

The money raised during the evening will go entirely to the American Cancer Society. Prior to the event, “Tough Enough to Wear Pink” T-shirts can be purchased in the Student Government Association office (Student Center, second floor) or from the Minot Y’s Men’s Rodeo the night of the game, if still in stock.

For more information on the event, contact Jensen at 701-848-6158 or amber.jensen@my.minotstateu.edu or visit the event’s Web site at www.msupink.com.

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