



NEWS RELEASE

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FOR IMMEDIATE RELEASE

These Heels were made for Walking all over Breast Cancer

OKLAHOMA STATE UNIVERSTIY – Pink ribbon, pink rhinestones, pink roses, a pink shoe? October is Breast Cancer Awareness Month and what better way to show your support than voting for a pink high heel, boot or sneaker designed by University Dining Services staff?

Several shoes designed by full-time staff at Retro Burger, Little Bakery & Deli, Stout Coffee and Service Station Grill are now asking for your vote. The shoes are being displayed at Stout Coffee, the Little Bakery & Deli, Retro Burger and Service Station Grill until October 31, 2008. Voters are asked to vote for their favorite shoe by placing any amount of money into its corresponding numbered cup. You can also purchase a ticket for \$1 at any of the participating locations to enter in a drawing.

When a donation is made, of any amount, to one of the jars at either Stout Coffee or the Little Bakery voters will have the opportunity to sign the pink high heel or the pink boot, both which will be donated to a cancer unit. The drawing, which will take place October 31, 2008, will be for three prizes: a stuffed bear, a stuffed pig and a quilt, all created and donated by UDS employee Rita Henley. The shoes used in the designs were all donated by The Shoe Bank, located on North Perkins Road.

The purpose of the shoe design contest is to raise money for breast cancer research. “One shoe can change a life,” Tony Black, UDS dining manager, said. Last year, Scott Parker Wentz dining staff decorated hats and signed poles, raising \$500 for research.

Breast Cancer Awareness

According to the National Breast Cancer Foundation, “breast cancer is a disease in which malignant (cancer) cells form in the tissues of the breast. It is considered a heterogeneous

disease—differing by individual, age group, and even the kinds of cells within the tumors themselves.” In 2008, it is estimated there will be 182,460 new female cases and 1,990 male cases of breast cancer. Money raised for breast cancer helps fund cutting-edge research leading to the discovery of lifesaving treatments like Tamoxifen and Herceptin, it provides free programs and services that improve the quality of life for cancer patients and their families in more than 3,400 communities and provides resources where people can learn how to reduce their cancer risk, find hospitals, learn about treatment options and clinical trials.

For more information about the UDS fundraiser for Breast Cancer Awareness, contact Tony Black at 405-744-5311.

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