



**3rd Annual THINK PINK! Luncheon & Fashion Show
Benefiting Breast Cancer Education and Awareness**

Dear Merchant,

On February 5, 2011, The Memphis Alumnae Chapter of Zeta Tau Alpha will be hosting the 3rd Annual THINK PINK® Luncheon and Fashion Show at the at the Holiday Inn on the University of Memphis. This year we will be honoring Vicki Olson and Sherry Courtenay of What's Hot and Ron Olson of FM 100 for their years of service promoting breast cancer awareness in the Memphis area. Proceeds from this event, through the ZTA Foundation, support Breast Cancer Education and Awareness, and the National Series Breast Cancer Survivor Recognition Program at all Susan G. Komen Race for the Cure events.

In 1993, The Memphis Alumnae chapter brought the Susan G. Komen Race for the Cure® to Memphis. We continue to be involved as hosts for the survivors at registration and on race day. As a co-sponsor of the Komen National Series Breast Cancer Survivor Recognition Program, ZTA provides the signature pink t-shirt and caps for survivors. Pink "In Memory Of" and "In Honor Of" back signs and ZTA breast self-examination stickers are also made available for all race participants.

We hope that you will help our fundraising efforts by donating to our silent auction.

Thanks for your time and consideration.

Memphis Alumnae Chapter of Zeta Tau Alpha
Zeta Tau Alpha Memphis Alumnae Chapter www.ztamemphis.org

Zeta Tau Alpha Foundation www.zetataualpha.org

