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Volleyball team goes pink for breast cancer awareness

athletics

October 5, 2011

KOKOMO, Ind. – Indiana University Kokomo’s official school colors might be cream and crimson, but on Thursday, October 6, it’s all about the pink.

The volleyball team and the Medical Imaging Club will join the fight against breast cancer at the last home game of the season. The “Dig Pink” match will be played to benefit the Side-Out Foundation, a support and advocacy group for breast cancer patients and their families. The Cougars will take on the Trine University Thunder at 7 p.m. at Northwestern High School.

“We’re looking for a pink out!” said Kathryn Stremiecki, coordinator of programming and applied learning.

All spectators wearing pink will be admitted free of charge. Even the volleyball team will be sporting pink with custom made jerseys, courtesy of various campus donors.

The event is especially meaningful for Volleyball Coach Kristen Snoddy, who has a personal experience with breast cancer.

“My mother is a two-time breast cancer survivor,” Snoddy said. “The night is particularly special to me because she will turn 85 the following day, and is able to lead an active and independent life because of the lifesaving treatments she has received.”

The Medical Imaging Club will provide giveaways for the crowd, as well as information brochures on breast cancer early detection and awareness.

Erica Boyd, past president of the Medical Imaging Club and radiology student specializing in mammography, will also give a brief presentation about the facts and risks of breast cancer.



“Education is a very powerful tool, and if we get valid, reliable information out there, we might be able to save somebody’s life,” said Heidi Sebastian, clinical coordinator/clinical assistant professor and advisor of the Medical Imaging Club. “This is a great opportunity to get the word out about breast cancer to the campus and to the community.”

The Side-Out Foundation was founded in 2004 to unify volleyball players and coaches in support of breast cancer awareness. Each year, thousands of volleyball teams across the country hold Dig Pink matches to support Side-Out, which in turn provides funds to various organizations that serve breast cancer patients in research, medical services or emotional support.

Anyone wishing to make a donation can do so by visiting IU Kokomo's Side-Out Web site at www.side-out.org/application/ous/fundraising_page/46360 (http://www.side-out.org/application/ous/fundraising_page/46360).

The event is co-sponsored by the volleyball team, the Student Athletic and Wellness Board and the Medical Imaging Club.

Indiana University Kokomo serves north central Indiana.

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