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October 4, 2000

For Immediate Release:

EIU HONORARY COLLECTING FUNDS FOR BREAST CANCER RESEARCH, EDUCATION

CHARLESTON – For the third consecutive year, Eastern Illinois University's National Residence Hall Honorary is sponsoring local fund-raising efforts connected with Lee National Denim Day on Friday.

Also for the third consecutive year, they will be doing so in memory of one of the university's own -- Cyndi Miller Rhoads. Rhoads, who worked at Eastern's University Print Center, died May 29, 1998, following an 18-month battle with breast cancer.

Nationally during the past four years, Lee National Denim Day has generated \$16.5 million dollars which has been donated to the Susan G. Komen Breast Cancer Foundation, the nation's largest private funder in the fight against breast cancer. Donations from Lee National Denim Day have funded everything from research grants at the nation's most prestigious universities and teaching hospitals to local screening and education programs in medically under-served areas of the country.

Locally, Eastern's NRHH raised \$2,000 in 1998 and \$3,000 in 1999. A goal of \$4,000

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has been set for this year's event.

According to Jim Ochs, NRHH's Community Service Committee chair, tables will be set up between 9 a.m. and 4 p.m. Friday between Coleman and Lumpkin halls and inside the Martin Luther King Jr. University Union on Eastern's campus. In addition, several Charleston area businesses have set up donation buckets.

"Because nearly everyone is affected in some way by breast cancer, we are asking that all of Eastern's campus and the Charleston community help us attain our goal of \$4,000," Ochs said. Persons who donate any amount of money will receive a pink ribbon that signifies breast cancer awareness, he added.

The NRHH is being assisted in this year's efforts by Kappa Omicron Nu, Phi Alpha Eta and Epsilon Sigma Alpha. Materials and brochures are being donated by Eastern's Health Education Resource Center.

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Additional information about Lee National Denim Day may be obtained from the website: www.denimday.com. Also, anyone can locate the Komen Foundation's award-winning website at www.breastcancerinfo.com.