Homecoming meets ZTA’s Paint the Town Pink

By Ashley Cole
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The sisters of Zeta Tau Alpha had only one mission on Pembroke Day and that was to educate people about breast cancer awareness.

Their table, located in front of Moore Hall, was decked out in pink and lined with posters.

“We passed out pink breast cancer ribbon pins and pamphlets on how to check yourself for lumps,” sophomore, and Zeta Tau Alpha sister, Emily Thacker said. They also sold raffle tickets and T-shirts for their “Paint the Town Pink” event.

All of the proceeds went to the Susan G. Komen Foundation, Thacker said.

For Zeta Tau Alpha, it’s fitting that Pembroke Day was held at the end of September because it makes way for October, which is breast cancer awareness month.

Paint the Town Pink, one of Zeta Tau Alpha’s biggest events, was held in the first week of October.

“Every day we have a different event [that] people participate in,” Thacker said.

One of the events is the yogurt eat off.

“Zeta Tau Alpha teams up with Yoplait yogurt [and] we have a contest to see who can eat the most yogurt and all the Yoplait lids get donated,” Thacker said.

At the end of the week, the Zeta’s covered the entire tailgating parking lot, and nearly everything else, with pink banners and balloons.

“We have baskets to give away with our raffles, [we] sell T-shirts, have a bake sale and do a ceremony for survivors,” Thacker said.

Other events that Zeta Tau Alpha holds throughout the year are: “Big Man on Campus,” a male pageant that gives pay to compete in and “Kiss Away Cancer,” where people buy a foam Hershey kiss for 25 cents, write a message on it and stick it on a banner. At the end of the week, the Zeta’s bring it to a hospital and hang it up in the cancer center.

Ice cream socials and pink lemonade stands are also held throughout the year, Thacker said.

Zeta Tau Alpha educates the community and raises money for breast cancer with love and passion.

“Our philanthropy is very important to every sister and has touched us in some way, so we strongly feel for,” Thacker said.