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SAMA-ALTOONA ROLLS OUT NEW LOOK FOR *THINK PINK*

Altoona – The Southern Alleghenies Museum of Art at Altoona’s *Think Pink* is on the move. For the first time in its 16-year history, the annual fundraiser will take place at Hollidaysburg’s beautiful Blairmont Club. The Club’s traditional ambience will combine with *Think Pink*’s metropolitan flair to create an evening of elegance, electricity and excitement. Chairing this year’s event is Jen Daniels of Altoona and Lindsey Kranich of Hollidaysburg.

Think Pink is scheduled for Friday, November 2 and begins at 6:30 p.m. with a cocktail and hors d’oeuvres reception and live music by acoustic artist Maggie Park. Dinner stations will follow, prepared by the Blairmont Club’s chefs. A highlight of this year’s event is a live performance by The Flying Ivories.

A dueling pianos group out of the Boston/New York/Philadelphia areas, The Flying Ivories have built up a solid and fervent fan base due to their all-request, rock and roll singalong performances. From Billy Joel to Aretha Franklin, from Sinatra to Metallica, from Garth Brooks to Madonna, The Flying Ivories are game to tackle music from any genre and, as the guests control the set list, no two shows are ever the same. Their rousing concerts invite audience participation, from dancing and clapping along to joining the band on stage for shows that are part music, part comedy and all fun.

A silent auction will offer original artwork and exciting packages including beauty treatments, personal training sessions and dining experiences. The Museum also will sell raffle tickets for an opportunity to win a 50” Samsung Smart TV, a Sue Severson painting, and a limited edition Thomas Kinkade canvas. Tickets are \$20 and each ticket provides three chances to win.

SAMA’s *Think Pink* is one of the Museum’s chief fundraisers and provides critical support to the Museum and its world-class exhibitions and award-winning education programs. Additionally, *Think Pink* raises funds and awareness in the fight against breast cancer. Since 2013, SAMA has donated more than \$15,000 to various treatment programs and educational initiatives through *Think Pink*. This year, the Museum is partnering with UPMC Altoona’s Magee-Womens Specialty Center and UPMC Hillman Cancer Center.

Tim Balconi, President of UPMC Altoona Foundation, said funds raised through *Think Pink* will benefit several programs and will have tangible effects in the community.

“*Think Pink* will provide local doctors and nurses funds they can use to enhance the patient treatment and care experience locally,” he said. “The money will go directly to help patients receiving radiation, chemotherapy or surgical treatments for breast cancer. It will also help fund our Mammography Screening Days. No appointment needed, walk-in screenings will be offered to anyone eligible for a mammogram. The UPMC Altoona Foundation encourages its many supporters to attend *Think Pink*.”

SAMA-Altoona Site Coordinator Barbara Hollander said the Museum looks forward to working with its new partners for this year’s event.

“SAMA is pleased to collaborate with UPMC Altoona’s Hillman Cancer Center and Magee-Womens Specialty Center for *Think Pink*. Through this partnership, we are able to help provide high-level treatment and access to specialty services,” she said. “I’m also excited to work with our new chairs, Jen Daniels and Lindsey Kranich. They bring tremendous energy and focus to *Think Pink*. I invite everyone to come to the Blairmont Club for an incredible event that will benefit two great organizations.”

SAMA-Altoona’s *Think Pink* is sponsored by Michelle and Steve Passarello and Passarello Law Offices. The event will be held at The Blairmont Club, 265 Larch Street, Hollidaysburg, on November 2. Tickets are \$125 per person. Reservations are requested by October 29 and can be made online at www.sama-art.org or by contacting the Museum at (814) 946-4464 or altoona@sama-art.org. Sponsorship and advertising opportunities are available.

The Southern Alleghenies Museum of Art at Altoona is located in the Brett Building at 1210 Eleventh Avenue. Hours of operation are 10 a.m. to 5 p.m. Tuesday through Friday and 1 to 5 p.m. Saturday. The Museum is a handicapped-accessible facility and is open to the public free of charge.