

December 5, 2018

FOR IMMEDIATE RELEASE

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### **SAMA ENJOYS RECORD SUCCESS WITH *THINK PINK* FUNDRAISER**

Altoona – The Southern Alleghenies Museum of Art at Altoona celebrated its sixteenth annual fundraiser last month in record fashion. Chaired by Jen Daniels and Lindsey Kranich, this year’s edition of *Think Pink* featured a new format, including a riveting performance by the dueling pianos group, The Flying Ivories, and a new setting at Hollidaysburg’s luxurious Blairmont Club. *Think Pink* was sponsored by Michelle and Steve Passarello and Passarello Law Offices.

The event resulted in record attendance, with more than 200 guests participating, and record proceeds. *Think Pink* raised approximately \$50,000 for the Altoona Museum and SAMA donated nearly \$5,000 to its *Think Pink* partners, UPMC Altoona’s Magee-Womens Specialty Center and UPMC Hillman Cancer Center. Since 2013, SAMA has donated approximately \$20,000 to various treatment programs and educational initiatives in the fight against breast cancer through its *Think Pink* fundraiser.

“This year’s *Think Pink* was an awesome experience for our patrons,” said SAMA-Altoona Coordinator Barbara Hollander. “We continue to receive compliments on the event and I anticipate an even larger crowd for next year. In terms of money raised, attendance, sponsorships, silent auction and the fun factor, this has been our most successful event. The Blairmont Club was a magnificent venue and we invite everyone to save November 1, 2019 on their calendar for a repeat.”

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.