

FOLLOW UP STORY

Creech decided to take a stand after four Creech staff members were diagnosed with breast cancer



Pink Divas Strike Again

Creech Elementary Pink Divas Still Raising Funds for Breast Cancer

Creech first began its fight for a cure last year, after having one staff member at the school diagnosed with breast cancer every year for four years. "Just about everyone has a close friend or family member that has been affected by breast cancer," says Creech principal Elena Thrun. "Last year, the student council sponsors promoted the funding through their alter egos, the Pink Divas." The Divas dress up in zany boas, crowns, and wacky accessories to bring attention to the cause in a fun, positive way. "We brought the Pink Divas back again this year to promote contributions," says Thrun. The Creech Elementary Pink Divas story was featured as Katy Magazine's Cover Story in the Winter 2008 issue. The Pink Diva issue went on to be an award-winning issue for Katy Magazine. (see sidebar Excellence in Cancer Journalism.)



Creech Elementary has raised \$6,647 for Breast Cancer

Award Winning

Excellence in Cancer Journalism Award

Katy Magazine's 'Pink Issue' featuring the Creech Pink Divas as well as a story about Breast Cancer Survivors caught the eye of the American Cancer Society. Katy Magazine was one of only 16 winners to receive a 2008 Excellence in Cancer Journalism Award, presented by the American Cancer Society's High Plains Division. "Through these stories, the public has learned more about cancer research, treatment, early detection, how to get help, and what it feels like to be a cancer survivor," said Jackie Bayly-Bryant, vice-president of the Division Communications Department, American Cancer Society.

Community Service Award

Katy Magazine's Pink Divas Issue was also recognized by the Texas Community Newspapers Association (TCNA) who awarded Katy Magazine their highest honor recently, the William M. Altman Community Service Award. TCNA gives out one community service award each year.



Kiss a Pink Pig

Always looking for fun ways to encourage giving at Creech, this year Thrun challenged the students to raise \$2,000 in the Coins for the Cure program. If they did, Thrun vowed to kiss a pink pig. Coin by coin, students stepped up, dropping their spare change in the fundraiser's designated pink cups.

Teacher Mary Tabaka says after the first day, her fourth-graders began encouraging each other to contribute to the cup. "There were kids telling kids to give for good reasons, and knowing exactly what those reasons are," she says. And \$2,000 later, Thrun made good on her pig-kissing promise. At a recent ceremony, the students roared with laughter as their principal bent down and kissed a squealing pig. All total, the school has raised over \$6,647 from both students' and faculty members' contributions and fundraising efforts, including participation in the Susan G. Komen Foundation's Race for the Cure.

Learning to Give Back

Thrun believes that spirit of giving not only benefits breast cancer research, but also students, by teaching them to give back. "It is very important for our students to understand that giving to those in need can be rewarding," she says. "We also educate the students that medical research will benefit them. Our hope is to expose them to different philanthropies for them to decide which they may wish to support as an adult. Two of our values here at Creech are 'model good citizenship' and 'expect all to be involved'. Creech students emulate these values."

-Mary Hogan and Katrina Katsarelis

The advertisement for Katy Massage Center features a tropical beach background with palm trees. The text reads 'KATY MASSAGE CENTER' in large, bold letters, followed by the website 'www.katymassagecenter.com' and phone number '281-492-7553'. Below the text are two photographs: one showing a person's back being massaged, and another showing a couple lying down receiving a massage. A small vertical text on the left says '© 2008 Katy Magazine'.

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Pink Divas celebrate students fundraising efforts at Creech