

Contact: Lauren Fleischer
Telephone: 516-526-6936
E-mail: laurenrf@wharton.upenn.edu
Website: www.wharton-women.com

FOR IMMEDIATE RELEASE

PENN THINKS PINK
Wharton Women Hosts Hala Moddelmog, President and CEO of
Susan G. Komen for the Cure

Beginning September 21, 2009, University of Pennsylvania students may notice that their school's traditional colors of red and blue have been replaced. Pink, an international symbol of breast cancer awareness, will instead be sported by hundreds of students looking to lend their support. Lead by Wharton Women, the PENN THINKS PINK campaign will be a two week university-wide effort to raise \$5,000 for Susan G. Komen Philadelphia. Student groups will be selling t-shirts, ribbons, and baked goods to make pink the most prominent color on campus for the start of October, National Breast Cancer Awareness Month.

The campaign will culminate October 1, 2009 at 6:30 PM with a keynote address in Huntsman Hall from Hala Moddelmog, President and CEO of Susan G. Komen for the Cure. Moddelmog, a breast cancer survivor herself, will be discussing her personal career path and how it brought her to Komen. Before joining the organization, she founded Catalytic Ventures, a private equity firm, and served as the president of Church's Chicken. As the first female president of a fast food chain, Moddelmog will be able to address not only the issue of breast cancer, but also her experience as a top female executive. For the many young women attending, learning to balance professional experience and outside interests is especially difficult. Approximately 275 students from twenty organizations are expected to attend, along with representatives from Komen Philadelphia.

About Wharton Women

Wharton Women is the largest paid-member undergraduate student organization at the University of Pennsylvania. Wharton Women facilitates the personal and career development of females in business by building a network of exceptional undergraduates, professionals and faculty. It aims to provide direction, insight, and camaraderie to women from all four of Penn's undergraduate schools who are interested in business or intend to enter the business world upon graduation.

Through numerous events, such as the Annual Dinner, lunches with faculty, professionals, and fellow undergrads, panels, workshops teaching social and professional skills, and philanthropy work, Wharton Women promotes the establishment of valuable industry contacts and aims to aid the transition between the University and the workplace. Previous speakers include Nancy Tellem, President of CBS, Tory Burch, fashion designer, Dawn Ostroff, President of the CW Television Network, Karen Hoguet, Executive Vice President and CFO of Macys.