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CONTACT:      Brian Griffin 361.825.2400; Steve Paschal 361.825.2336

Students at Texas A&M-Corpus Christi Help Support Breast Cancer Research with Innovative Program Using Facebook

CORPUS CHRISTI, Texas – The Barnes & Noble at Texas A&M University-Corpus Christi has launched an innovative program during National Breast Cancer Awareness Month that will allow students to support breast cancer research by temporarily changing their Facebook profile picture to the breast cancer awareness pink ribbon symbol.

With this program, Barnes & Noble College Booksellers will donate $1 to the National Breast Cancer Coalition (NBCC) for every student who changes their Facebook profile picture to the pink ribbon symbol during the month of October. The donations will help fund important programs supporting breast cancer research.

“We’re really excited about this initiative,” said Brian Griffin, store manager. “It’s an easy and fun way for our fans to show their support for an important cause. We’re trying to get the word out and ensure our campus makes a big contribution.”

Fans of the Barnes & Noble at Texas A&M-Corpus Christi need to upload the pink ribbon symbol as their profile picture then leave a comment on the bookstore’s fan page so their participation will be counted toward the donation. Fans do not need to use the pink ribbon as their profile picture for the entire the month.

To become a fan, go to http://www.facebook.com/TAMUCCBookstore.

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