

“We Wear Purple” Campaign Underway to Help Relay for Life

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“We Wear Purple” is a campaign that a promotional strategies class at Southwestern Oklahoma State University is doing to raise awareness for the upcoming American Cancer Society Relay for Life event on the Weatherford campus.

Until March 31, a drink promotion is being done at the Bulldog Beanery in the Memorial Student Center on the SWOSU campus.

Amanda Volner, program coordinator for the Single Parent’s Network, said 10% of proceeds will go to Relay for Life, which is scheduled March 31 in the Pioneer Cellular Event Center.