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Blue Out 2012 Raises an Astounding \$79,056



Blue Out 2012, held during the September 22 football game against Temple, raised an astounding \$79,056. All proceeds from the event were donated to the Pennsylvania Coalition Against Rape (PCAR), and a check was presented to the organization on

October 28 in front of Old Main. Event creators and organizers Laura March and Stuart Shapiro have partnered with the newly formed Penn State student group One Heart: Penn State Students Against the Sexual Abuse of Children to ensure that the student-run event becomes an annual tradition.

March, a dual-degree graduate student in art education and instructional systems, along with Shapiro, an M.B.A. student, organized the first Blue Out event in 2011, which raised \$47,000. The event was conceived in the wake of the Sandusky scandal as a way to bring attention to the victims of sexual abuse and help the community move forward. This year's theme was One Team * One School * One Heart * One Promise, and called on participants to share one personal promise that affirmed their commitment to raising awareness to help prevent child abuse. Now in its 2nd year, the Blue Out remains a powerful student-led response to the Sandusky Scandal.

Blue Out T-shirts, created by March, were worn during the event to symbolize support of victims and survivors of child abuse. This year's shirt incorporated the Penn State logo, and sold in three stores in downtown State College, as well as Penn State Student Bookstores across Pennsylvania. Forty-five volunteers "canned" for donations inside Beaver Stadium during the game, and thousands of blue ribbons were handed out on game day as well.

On November 2, March and Shapiro's efforts were recognized by President Rodney Erickson at the National Press Club in Washington, D.C.

Top: Presentation of the Check to PCAR L to R: Kristen Houser, VP of Communications for PCAR; Delilah Rumburg, CEO of PCAR; Benjamin Lambert, Manager at Neebo Penn State; Caroline Gummo, Warehouse & Advertising Manager at the Family Clothesline; Steve Falke, Director of the Penn State University Book Stores; Laura March and Stuart Shapiro, Co-Founders and Organizers of the Penn State Blue Out.