



PRESS RELEASE

DBCC employees support Lee National Denim Day

September 29, 2005

Daytona Beach, FL--For the last 10 years, employees at Daytona Beach Community College (DBCC) have supported the Lee National Denim Day fundraiser. Originally coordinated by the Career Employees Association, the activity has been sponsored for the last three years by the College's chapter of the Florida Association of Community College's.

(FACC) which unites all employee groups. The chapter provides free bagels and orange juice to individuals who have purchased pink ribbon pins and show their support for the Susan G. Komen Breast Cancer Foundation by wearing the pins and jeans to work. The pins are sold for a \$5 donation. In 2004, the chapter raised more than \$1,000.

Although the DBCC Guidelines for Appropriate Workplace Attire for career, professional, and administrators do not include denim, the chapter, with a 300+ membership base, obtained permission from the College's administration for denim outfits to be worn on Oct. 7, 2005.

Each year, Lee Jeans designates one day as Lee National Denim Day and invites people to wear denim to work in exchange for a \$5 donation to the Susan G. Komen Breast Cancer Foundation. In celebration of the program's 10-year anniversary, this year's fund-raising goal is \$10 million, an amount to which DBCC employees are working hard to contribute.

"Lee National Denim Day gives us the chance to celebrate the lives of those that have been touched by breast cancer," commented Pam Ridilla, chair of DBCC's Dental Sciences program and coordinator of this fund-raising event. "As a three and a half year breast cancer survivor, the denim worn on this date has a significant meaning to me personally."

FACC is the only organization in Florida that belongs to and supports community college employees. FACC's purpose is to help the Florida Legislature understand the community college role in higher education and to advocate for strong and viable community colleges in Florida. The DBCC chapter activity raises funds each year for community initiatives such as Relay

for Life, Habitat for Humanity, as well as the Susan G. Komen Breast Cancer Foundation.

MEDIA CONTACT:

Glyn Johnston, Director - Marketing & Communications

Telephone: (386) 506-4499

Email: johnstg@dbcc.edu



Florida | **Campus Compact**

Media Contact:

Justin Cross, Public Relations Assistant

Email: justin@floridacompact.org

Phone: (850) 488-7782