



**FOR IMMEDIATE RELEASE
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**Sigma Sigma Sigma Welcomes New
Director of Marketing and Communications**

National Headquarters, Woodstock, VA — July 30, 2010 – Sigma Sigma Sigma is pleased to announce that Corin Gilbert Wallace has been hired as the national organization's first Director of Marketing and Communications, effective August 2, 2010.

Ms. Wallace ("Cori") has 10 years of non-profit marketing experience, with expertise in both traditional and emerging communications strategies, cause marketing, and values dialogues. Cori most recently served as the Principal of Red Frame Communications, a new media consultancy focused on best practices for emerging brands. Her professional background includes serving as the Manager of Marketing for the Rose Brooks Center in Kansas City, MO. Prior to that, she was the National Special Events Manager/Manager for Event Development for the March of Dimes Foundation in White Plains, NY, and an account executive with The Richards Group – a full-service advertising agency in Dallas, TX.

In her new role, Cori will support the multi-media elements of Tri Sigma's communications, which includes the national magazine, *The Triangle*, print, interactive, and social media, public relations, and the development of material for expansion efforts. She will also serve as the staff support for the historical archives, located at the Mabel Lee Walton House in Woodstock, VA. She will report to Marcia Cutter, Executive Director.

"We are fortunate to have someone with Cori's experience, enthusiasm and drive on our team. I am confident that she shares and supports Tri Sigma's vision and values and will be a driving force in moving us forward".

Cori, a member of Delta Gamma Fraternity, has an undergraduate degree in English Communications - Media from William Woods University. Her inter-fraternal experience includes serving as Collegiate Development Consultant for Delta Gamma Fraternity, and lead facilitator for North-American Interfraternity Conference leadership programs; UIFI and IMPACT. Cori has facilitated programs for Beta Theta Pi Fraternity, Theta Xi Fraternity, and Delta Gamma Fraternity. She has visited more than 40 campus and professional conference environments as a cause focused speaker, consultant, and resource. Cori currently serves on the marketing committee

for HazingPrevention.org, and as a connector for the Circle of Sisterhood Foundation. She is on the social media task force for the United Way of St. Louis, and serves as a Board Member for the Junior League of St. Louis.

Ms. Wallace said, "I am so honored to serve in this capacity, and I am very encouraged by the supportive, bold, and authentic identity Tri Sigma has already secured within the fraternal values movement. Most exciting to me is the innovative spirit of Tri Sigma. I have been impressed by the focus on engaging an audience of values-driven women – committed to key principles and the impact of wisdom, power, faith, hope, and love."

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Sigma Sigma Sigma was founded in 1898 at Longwood College in Farmville , VA. Tri Sigma strives to prepare women for life after college by advocating bonds of friendship, developing strong character in its members, and advocating the highest standards of conduct. Currently, there are over 100,000 members and over 200 alumnae and collegiate chapters. The Sorority supports play therapy for hospitalized children and assists in providing playrooms for hospitalized children in Chapel Hill , NC and Dallas , TX through funds contributed to the Sigma Sigma Sigma Foundation.



Sigma Sigma Sigma National Headquarters

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