



**FOR IMMEDIATE RELEASE**  
**January 4, 2011**

**Contact: Cori Wallace**  
**Director, Marketing and Communications**  
**(214) 529-9423**  
[cwallace@trisigma.org](mailto:cwallace@trisigma.org)

**Our Tri Sigma Touchstone: Daily Dialogue on Friendship, Character and Conduct**

*Tri Sigma Launches Blog for Daily Values-Focused Conversation*

Woodstock, VA - January 4, 2011 - Sigma Sigma Sigma ("Tri Sigma") continues to focus on the development of lifelong learning and friendships, and our members continue to seek conversation and connection. Beyond that, Tri Sigma is committed to contemporary and sophisticated platforms to offer a sorority experience rooted in our values.

Our members currently engage in incredible conversations online, and 6 months ago, Tri Sigma began to explore the best way to offer a daily platform for values-focused dialogue. Collegian members and alumnae alike demand opportunities for connection, and our diverse offerings include a password protected online community, Sigma Connect, a robust Facebook fan community and Twitter account.

The new **Official Blog of Tri Sigma** launched on Monday, January 3rd. It can be found at [www.trisigma.org/blog](http://www.trisigma.org/blog).

Cori Wallace, Director of Marketing and Communications for Tri Sigma said, "There is a huge and vital opportunity to motivate, educate and inspire the members of Tri Sigma with daily content and conversation. Tri Sigma women everywhere are known for transparency, warmth, and authenticity, and the tone of the blog should reflect a sisterhood rooted in moving "Ever Forward" within the Tri Sigma experience."

Tri Sigma's brand is rooted in inter-fraternalism, commitment to diversity, developed membership education and leadership programs, and focused on our values of friendship, character, and conduct. The new blog is an educational opportunity for three key audiences:

- Tri Sigma members
- Our campus-based partners
- Those engaged in the fraternal values conversation (parents, fraternity/sorority

members of other organizations, media, NPC, NIC, NALFO and NPHC, etc.)

Kellie Parker, Tri Sigma's national webmaster commented on her personal hopes for the blog. "I hope that the Tri Sigma blog will become a vibrant, active touchstone for our sisterhood. I look forward to highlighting news from our alumnae and collegiate members, as well as other thought leaders in the fraternity/sorority community. I look forward to hearing directly from our leaders, volunteers, and members in both a substantive and personal way. I hope this blog will show members, parents, leaders, and potential members what Tri Sigma is really all about."

###

*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 promoting 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**

225 North Muhlenberg Street | Woodstock, VA 22664-1424 | P 540.459.4212 | F 540.459.2361  
[www.sigmasigmasigma.org](http://www.sigmasigmasigma.org)

If you have received this message in error, or no longer wish to receive emails of this nature from Sigma Sigma Sigma, please reply to this message.