



FOR IMMEDIATE RELEASE
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Announcing the Launch of Purple & Pearls – The Official Tri Sigma Boutique

Online Store to Offer Chance to Shop and Support Tri Sigma

Woodstock, VA – March 1, 2011 – Sigma Sigma Sigma National Sorority (“Tri Sigma”) announces the launch of our online boutique, Purple & Pearls. Designed as a one-stop shop for all products Tri Sigma, the initial focus will be on materials designed for gift-giving and graduation. Apparel, gift certificates, Bid Day supplies and small gift items will be offered at promotional prices.

After this first round of products are exhausted, collegians and alumnae of Tri Sigma will serve as the “primary buyers” and product selection team for the boutique. All items sold in the boutique will be suggested by Tri Sigma members – with special promotions, design contests, and “Purple Promotions” – or 2 day sales of popular Tri Sigma products.

Tri Sigma’s boutique is one method of supporting the leadership development and educational endeavors of Tri Sigma. More than just a store, the boutique offers friends and family the chance to support the evolution of an organization rooted in a primary mission. Beyond great value, we invite you to shop to support the values-based commitment Tri Sigma offers to women of all ages.

The new *Official Boutique of Tri Sigma* launched on Monday, March 1st. It can be found at www.purpleandpearls.com.

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Sigma Sigma Sigma was founded in 1898 at Longwood University 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.



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