



FOR IMMEDIATE RELEASE

December 1, 2015

Contact: Amanda Nazario, Director of Public Relations

Email: public-relations@sigmalambdaupsilon.org

SLU TO HOST 28TH ANNUAL NATIONAL CONVENTION IN PHILADELPHIA

Partners with Girls Inc. of Greater Philadelphia and Southern New Jersey (Girls Inc.)

New York – The National Leadership Team of Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc. (SLU) is proud to announce its service initiative in honor of its 28th Annual National Convention & Founders’ Day Celebration on December 4-6th, 2015 in Philadelphia.

In honor of #GivingTuesday falling on the date of our founding of December 1, this years’ service project will consist of 28 days of giving in the form of a book drive to support Girls Inc., of Greater Philadelphia and Southern New Jersey (Girls Inc.) “Rally for Reading” initiative launching in January 2016. Girls Inc., “Rally for Reading” will focus on organizing in-school and after-school reading rallies and book-buddy volunteer-driven literacy mentoring in local Philadelphia based elementary schools. Recently, Girls Inc., identified that students enrolled in their partnering institutions enter kindergarten lacking the critical understanding of letters and early education fundamentals.

“Through SLU’s partnership with Girls Inc., “Rally for Reading” our objective is to promote the empowerment of scholars through literacy and education- the foundation to academic access, achievement, and bridging the educational gaps found within our communities of color, specifically Latino/Hispanic descent. Our goal is to continue creating an environment that will encourage learning for young scholars and serve as a reminder that their community champions stand with them in their pursuit of knowledge, learning, and achievement.” states Mayra Espinoza, National President of SLU.

Additionally with SLU’s #GivingTuesday in support of Girls Inc., “Rally for Reading,” the organization is thrilled to have Lilliana Vazquez, a multi-media journalist, award-winning host, and producer, as their featured keynote speaker to honor its 28th Annual National Convention & Founders’ Day Banquet. The proud Texas-born Latina, of Puerto Rican and Mexican descent, will share how she has utilized her uniqueness and expertise to become one of the most-wanted television hosts and fashion commentators in the country. The National Leadership Team invites community members and Hermanas to celebrate our goals of sisterhood, academic excellence, leadership, community service, and cultural enrichment.

For more information about SLU’s 28th National Convention & Founders’ Day Celebration, including ticket purchase and sponsorship opportunities, please contact Alany Gutierrez at Programming@SigmaLambdaUpsilon.org.

Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc., founded on December 1, 1987, on the campus of Binghamton University, provides sisterhood while also promoting academic achievement, service to the community, leadership and cultural enrichment to college-educated and professional women dedicated to uplifting traditionally marginalized communities. Since its establishment, the organization has expanded to over 50 schools across the country, touching the lives of nearly 1,000 women.

###

P.O. Box 3842, Grand Central Station New York, NY 10163 | www.sigmalambdaupsilon.org