

Newsroom

May 6, 2011

Georgia Southern University

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Georgia Southern University Students Launch Tornado Relief Campaign

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Two Georgia Southern University students have launched a community and campus-wide fundraiser assisting the victims of the devastating tornadoes that struck in Tuscaloosa, Ala., April 27.

Kappa Kappa Gamma sorority members Hayden Harrison and Megan Fussell have created "Georgia Southern Supports the Tide" t-shirts. The shirts incorporate the logo and theme of the popular men's and women's clothing retailer Southern Tide. To date, more than 1,100 t-shirts have been sold nationwide, and the pair will travel to Tuscaloosa at the end of spring semester to present the American Red Cross with a check from the proceeds of the T-shirt sales in the amount of more than \$7,000.

After authorizing the usage of their company logo for the "Georgia Southern Supports the Tide" t-shirts, Southern Tide CEO Jim Twining revealed that the company will also join in the fundraising efforts by donating more than \$25,000 worth of clothing to assist victims of the tragedy.

Harrison, a recreation marketing major, invented the concept, thinking a great way to make an impact while at the same time raising a significant amount of funds to support the cause was by targeting the University's Greek community. "I was trying to think of catchy things to do to support disaster relief," she said. "Many people in the Greek community on campus wear Southern Tide apparel," she explained, about the reasons for gearing the campaign towards that segment of the student population on campus.

Fussell, a public relations major who created the T-shirt design, was especially motivated to assist with the tragedy because of personal reasons. "My childhood friend and neighbor is a student at the University of Alabama. His entire apartment complex was destroyed," she said.

Additionally, the campaign is also collecting donated items to support the relief efforts, in conjunction with University of Alabama (UA) Greek Relief. "We have set up donation boxes at the Kappa Kappa Gamma house, the Office of Student Leadership in Russell Union, and also Bulloch Academy," said Harrison. Suggested items include bottled water, blankets, toiletries, baby wipes, baby food, flashlights and individually packaged food that is non-perishable. Harrison said, however, that any donations are welcomed. "This is about Georgia Southern and the Statesboro community coming together," she said. The deadline for dropping off donations is Friday, May 13.

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