

Lambda Theta Alpha
Latin Sorority, Inc.

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10TH ANNUAL UNITY JAM RAISES ALMOST \$4,000 TO BENEFIT HOPE FOR HAITI AND SCHOLARSHIP FUND

Gainesville, FLA. — College students belonging to 16 culturally-based student organizations united to raise \$3,863.17 as part of the 10th annual Unity Jam.

Established in 1998, Unity Jam unites student organizations to raise money for scholarships and charities. The event is coordinated by the Chi Chapter of Lambda Theta Alpha Latin Sorority, Inc., at the University of Florida.

Unity Jam attracted more than 500 students and filled Fat Tuesday's night club in Gainesville past capacity on Oct. 4.

"We are thankful to our partner organizations and corporate sponsors for supporting this worthwhile event," said Laura Pena, UF senior and Unity Jam chairwoman. "The 10th annual Unity Jam was the most profitable in the event's history and we are thrilled to be able to contribute to Hope for Haiti and fund scholarships for deserving students."

Unity Jam, a Hispanic Heritage Month event, is coupled with an annual community canned food drive, Unity for the Community. All food is donated to a local homeless shelter, St. Francis House. Party attendees brought canned goods to Unity Jam for a discounted entrance fee.

Unity Jam Week was celebrated at UF from Sept. 29- Oct. 3. Lambda Theta Alpha members passed out free refreshments on campus, coordinated a Unity Stroll that was performed by participating Greek organizations and hosted a Penny War to raise money for the Unity Jam Scholarship Fund. Men of Vision, the Omega Delta Phi Fraternity, Inc. interest group at UF, won the Penny War.

Participating student organizations included Lambda Theta Alpha Latin Sorority, Alpha Phi Alpha Fraternity, Gamma Eta Sorority, Kappa Alpha Psi Fraternity, Lambda Theta Phi Latin Fraternity, Men of Vision, Sigma Beta Rho Fraternity, Sigma Lambda Beta Fraternity, Sigma Lambda Gamma Sorority, Union de Estudiantes Puertoriquenos Activos, Delta Phi Omega Sorority, Kappa Phi Lambda Sorority, Lambda Sigma Upsilon Latino Fraternity, Omega Psi Phi Fraternity, Pi Delta Psi Fraternity and Theta Nu Xi Sorority.

Corporate supporters provided door prizes used at Unity Jam. Stephanie Herdocia, a University of Central Florida student, won a prize basket courtesy of ABC Fine Wine & Spirits for being the 75th person to arrive to the club. Lambda Theta Phi Latin Fraternity, Inc., at UF won a gift certificate good for one free limo ride courtesy of Sterling Limousine for bringing the most members to Unity Jam. Christian Yates and Parnika Salooja won gift certificates to Greek Divine & More. Omega Psi Phi Fraternity, Inc. Omega Zeta Chapter and Kappa Alpha Psi Fraternity, Inc. Zeta Phi Chapter won Greek paraphernalia courtesy of YouniqueGreekPara.com.

Other corporate supporters included AdGreek.com, Campus Talk Magazine, GreekPalz.com, Greekster.tv, Kiss 105.3, Magic 101.3 and U.S. Army ROTC.

Lambda Theta Alpha Latin Sorority, Inc. was established in 1975 as the first sorority catering to Latinas and the Universal Woman. The organization has more than 100 undergraduate, graduate and alumnae chapters spanning 21 states and Puerto Rico. Lambda Theta Alpha was recognized as Organization of the Year by the National Association of Latino Fraternal Organizations (NALFO) three times. Chi Chapter was founded at the University of Florida on March 17, 1996 as the first Latina-based sorority in the Southeast, in Florida and at UF. Chi Chapter is a past NALFO National Undergraduate Chapter of the Year award recipient. For more information, visit <http://unityjam.com>.

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