



Media Advisory
October 11, 2014

FOURTH ANNUAL BLUE OUT GAME SET FOR SENIOR DAY, NOV 29, 2014
Proceeds to benefit Pennsylvania chapter of Prevent Child Abuse America

University Park, PA — The Penn State student organization *One Heart: Students against Child Sexual Abuse* is planning the fourth annual Blue Out football game at Beaver Stadium. One Heart is a Penn State student run organization dedicated to raising funds and awareness to help prevent child abuse as well as develop educational initiatives for the cause in the community. The Blue Out is an annual fundraiser that One Heart organizes to raise awareness and aid the recipient of the proceeds in their efforts.

Planned in collaboration with PSU Student Affairs and Penn State Athletics, the event has grown and gained support within the Penn State community since its inception in 2011. To date, the Blue Out has raised over \$152,000 for various organizations supporting the fight against child sexual abuse. This year, proceeds will be donated to Prevent Child Abuse PA, which is housed in the PA chapter of the American Academy of Pediatrics.

The first Blue Out was held within days after news of the Jerry Sandusky child sex abuse scandal surfaced nationally. The event was organized by two graduate students, Laura March and Stuart Shapiro. The pair had aimed to bring the Penn State community together to create a better future for all children. Shapiro and March then began working with One Heart, an organization of undergraduate students deeply invested and passionate about preventing child sexual abuse. The Blue Out has since become an annual tradition.

This year's Blue Out comes at the end of the regular season on "Senior Day" when senior football team members play their last game of college football.

One Heart has partnered with local vendors and the Penn State Bookstore for printing and sales of the apparel. T-shirts are available for purchase at the Family Clothesline and soon will have hooded sweatshirts. Merchandise is also available on their website www.pennstateclothes.com. T-shirts, hooded sweatshirts, and knit beanie hats will also soon be available at the HUB Student Bookstore and at all in every Penn State campus bookstore across the Commonwealth.

.For more information visit www.blueout.org.

About One Heart

One Heart's mission is to raise funds and promote the education and awareness in the Penn State community about child sexual abuse. The name originates from the line of the university's alma mater,

reading, "May no act of ours bring shame, to one heart that loves thy name." The organization focuses proactive education about the warning signs of abuse and reacting responsibly in the event of child exploitation.

For more information, visit www.sites.psu.edu/oneheart.

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