

## News Release

### CMU students raise \$4,500 for Lance Armstrong Foundation

MOUNT PLEASANT, Mich., Dec. 5, 2009 — A night of suspense at a murder mystery dinner organized by a group of Central Michigan University students brought in \$4,500 to benefit the Lance Armstrong Foundation -- an organization that gives cancer patients resources and support to help fight the disease.

"Mystery on Cherry Hill" -- presented at the Village Theater in Canton by students in a special events course in CMU's Recreation, Parks and Leisure Services Administration department -- was co-sponsored by CMU's Alumni Association, which invited more than 3,000 alumni to the event.

Students worked together for months to develop, market and execute plans, which included selling tickets, a silent auction and 50/50 raffle.

And their hard work impressed attendees.

"Most notable was their wonderful attitudes, pride in achievement and graciousness that was shown," said Cindy Vezinau, a business development manager with Delta Airlines. "Without all the great planning and execution, smiles and appreciation, it would have just been another event."

Students also capitalized on the practical experience of planning an event of this magnitude.

"Mystery on Cherry Hill put our class in the mindset of real event planners, as we worked together to make sure every detail was taken care of," said CMU senior Jessica Parker of Rochester. "It was important to us that our guests left with the impression of a classy evening of entertainment and not a class project, and seeing all of our guests enjoying the atmosphere we created was extremely rewarding."

More importantly, the cause helped inspire students as well, Parker said.

"Our biggest priority was raising money for the Lance Armstrong Foundation," she said. "Cancer is an issue that has affected everyone in our class in some way or another and that really helped motivate us to do the best job that we were capable of."

The CMU students are part of the events management minor, which is one of the largest minor programs on CMU's campus with 250 students. To learn more, visit <http://rpl.cmich.edu>.

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