



FOR IMMEDIATE RELEASE

August 1, 2008

Contact: Jessica Tirado, [public-relations@sigmalambdaupsilon.org](mailto:public-relations@sigmalambdaupsilon.org)

## **ΣΛΥ Proudly Announces 2008 RAICES Theme Coming out of the Shadows: Latin American Women Tell Herstory**

New York, NY – The Hermanas of Sigma Lambda Upsilon / Señoritas Latinas Unidas Sorority, Inc. are excitedly preparing for the Sorority's annual **RAICES** (ROOTS) week taking place Sunday, September 28<sup>th</sup> through Saturday, October 4<sup>th</sup>. During this one week of the year, each chapter will celebrate in a multitude of ways, the richness of the Latino heritage and culture. We are proud to announce this year's chosen theme:

### Coming out of the Shadows: Latin American Women Tell Herstory

*"You are the storyteller of your own life, and you can create your own legend or not".*  
- Isabel Allende, *Chilean Author*

For centuries, Latinas have contributed to society in the areas of science, politics, advocacy, literature, business, art, media, sports and fashion. Ellen Ochoa, Rita Moreno, Eva Peron, Frida Kahlo and Sor Juana are just a few whose efforts are seldom recognized and celebrated. These women are pioneers, who were not afraid to take chances, push limits, and set an example for women everywhere. This year, Sigma Lambda Upsilon / Señoritas Latinas Unidas Sorority, Inc. will rejoice in the wondrous accomplishments of the many Latina women who have paved the way for us all.

"I am extremely excited about this year's theme. It touches the core of what we represent as a Latina based Sorority. I am looking forward to the wonderful programs our Hermanas (*sisters*) will host throughout the week and am positive that all participants, regardless of race, sex, and age will walk away having learned something new and really feel inspired" states National Board President, Melodie Maldonado.

RAICES is a sorority-wide event where 28 of the Sorority's chapters, will host over 60 innovative and inspiring programs at their respective campus and/or community. All events will revolve around the year's theme and focus entirely on cultural enrichment, women's issues, community service and scholarship.

For events occurring in your area and/or contact information for the chapter nearest you visit [www.sigmalambdaupsilon.org/directory](http://www.sigmalambdaupsilon.org/directory)

###

Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc. was founded on December 1, 1987 at Binghamton University as an organization that would provide sisterhood and support while also promoting academic achievement, service to the community and cultural enrichment. Today, the sorority's purpose remains to unite women committed to seeking the political and social advancement of the under-represented populations.