

ZETA TAU ALPHA

ISSUE NO. 1

ZETA XI/ GEORGIA SOUTHERN UNIVERSITY/ FALL 2014

Bid Day 2014

Zeta Tau Alpha had a remarkable 2014 recruitment season. We ranked second in the highest percentages of return rates, and we ended the week by expanding our chapter of 105 sisters to 209 sisters. We celebrated our amazing new recruits on August 13 with a Paradise themed Bid Day. Our new recruits ran down row to a beach themed celebration complete with a photo booth, DJ, props, and professional pictures and filming. Each new member received a Bid Day tank and a flower headband as well as a Bid Day bag that contained a variety of zeta goodies. We are so proud of the new members we received and cannot wait to see how they flourish in ZTA.

WANNA SEE BID DAY?

Our Bid Day video was filmed in collaboration with Turnt Media Productions and has received over 11,000 likes on YouTube. We were featured on University Prime Time for having one of the best Bid Day videos of the season. ZTA is the first sorority at Georgia Southern University to publish a video capturing Bid Day. Check out our video at: <https://www.youtube.com/watch?v=qMNRwMnsmZw>



We are rebuilding!

Each year the Zeta Tau Alpha National Housing Corporation picks one ZTA chapter, across the nation, to redecorate, expand, or rebuild. This year it is our turn! ZTA at Georgia Southern University has been granted \$2.5 million to completely redecorate and expand our current home. This expansion will begin in January 2015, with the process of building an development in the back of the current house that will serve as a chapter room and storage facility. During the summer of 2015, our builders will move into the ZTA house to redecorate and expand, in order to fit the girls within our growing chapter [...]

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LD For Queen, page 5

ABOUT ME



Name: Kaitlyn DeLong

Age: 22

Year: Senior

Hometown: Richmond Hill, Georgia

Position: Tackling A Cure Chairman

How did you think of this event? "One of ZTA's national partners is the NFL, since our chapter is too far away from an NFL team to partner with them, I wanted to give our girls some form of the experience. We might not get to work with a NFL team, but it's close."

The 1st Annual **Tackling A Cure** Football Game at Georgia Southern



ZETA TAU ALPHA BECAME THE FIRST SORORITY TO PARTNER WITH THE GEORGIA SOUTHERN UNIVERSITY FOOTBALL TEAM.

On October 30, the Zeta Xi chapter partnered with Georgia Southern Athletics and the Georgia Southern Football team to host the 1st annual Tackling A Cure football game to raise awareness about breast cancer. ZTA hosted the quarter games and designed awareness videos to be shown on the mega-screen throughout the game. Girls also participated in passing out breast cancer monthly examination cards, face painted breast cancer ribbons, handed out pink pom-poms, and sold t-shirts for the game. Breast cancer survivors were invited to attend the game, and were recognized on the field during halftime. This was a huge publicity event for ZTA, Georgia Southern Athletics, and breast cancer because the game was televised on ESPNU. At the end of this event, the sisters of Zeta Tau Alpha sold

Media Coverage

ESPNU
Statesboro Herald
George-Anne
Northland Cable
919 The Buzz

NUMBERS

Tackling
A Cure Shirts Sold
1,000
Breast
Cancer Ribbons Passed
Out
4,000
Known
Survivors in
Attendance
45

Goodbye
to
Our
Seniors

Amanda
Ely

Emily
Perrin

Meaghan
Gildea

Meredith
Newton



Merricks
White

Kaitlyn
DeLong

Courtney
West

Kaylee
Joslin

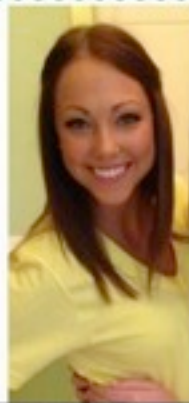


Kenley
Jones

Jordana
Klein

Ashley
Landry

Xania
Fisher



What is Our Representative Involved In?



LAUREN MEREDITH DANIEL

The 2014 Homecoming Queen representative for Zeta Tau Alpha is Lauren Daniel. Lauren is a senior exercise science major from Athens, Georgia. She joined Zeta Tau Alpha as double legacy following in the footsteps of both her mother and her grandmother. Throughout her college career, Lauren has expanded her resume to include being active in a variety of on and off campus organizations. She held extensive positions on both Zeta Tau Alpha's executive and programming council, all while holding a consistent job at Loco's Grill. She hopes to win the title of Homecoming Queen because she has worked side by side with the groups of people who help this University run. Some of her networking contacts include President Keel, the Dean of Students, the Dean of the College of Nursing, and many more. When Lauren is not studying, working, or representing Georgia Southern University in some form or passion, she likes to spend time



"I want to be homecoming queen because I feel like I can gracefully represent the Georgia Southern community. I have grown with the student body throughout my college years and I feel like I could be the best representation for Georgia Southern. I am constantly involved and bleed True Blue!"

Lauren Daniel



Want to see more for Zeta Xi?



Zeta Tau Alpha at Georgia Southern University



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ZETA TAU ALPHA

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