



Delta Sigma Theta Sorority, Inc.
Philadelphia Alumnae Chapter
Emma Minott
Fortitude 5mile Run/Walk

FOR IMMEDIATE RELEASE

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Deltas Launch Run to Raise Funds for Multiple Myeloma Research

Event honors member who suffered from disease

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* Deceased

Philadelphia, PA...The Philadelphia Alumnae Chapter of Delta Sigma Theta Sorority, Inc. is pleased to announce the first Emma Minott Fortitude Run/Walk will be held on October 4, 2008. The event will take place on the Martin Luther King Jr. Drive in Philadelphia at 8:30 a.m., with registration beginning at 7 a.m. The Emma Minott Fortitude Run/Walk is named for a dedicated member of Delta Sigma Theta who passed away shortly after being diagnosed with multiple myeloma. The event will raise funds for multiple myeloma research in her honor.

Multiple myeloma is a malignant cancer of plasma cells that are part of the immune system. The five-year relative survival rate for multiple myeloma is approximately 33%, one of the lowest of all cancers. There are 19,000 new cases annually and 10,000 multiple myeloma deaths each year. African Americans have the highest reported incidence of this disease. Multiple myeloma can be treated with chemotherapy and bone marrow transplant, but is rarely cured. Early, aggressive treatment can prolong survival.

“When Emma Minott was diagnosed with multiple myeloma, this was the first time many in our organization had heard of the disease,” said Victoria Mosley Rivers, president of Delta Sigma Theta’s Philadelphia Alumnae Chapter. “Emma was an integral member of the chapter, so her death had a tremendous impact. We wanted to do something in her honor that would educate people about her disease and perhaps help those suffering live longer and more comfortable lives.”

Emma Minott was an extremely active member of the Philadelphia community. She touched hundreds of lives through her work, civic involvement and social activities. She was recognized for her dedicated service on many occasions, including accolades from the Morgan State University Alumni Association and the Philadelphia Court of Common Pleas, where she worked as a juvenile probation officer. Emma was a devoted member of Delta Sigma Theta Sorority, Inc. since joining the organization in 1976. Emma was also a member of Philadelphia area social clubs including the Epicureans, Chums and Rainbow Traveleers. Emma Minott died in 2002.

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The Philadelphia Alumnae Chapter will donate the proceeds of the October 4 Run/Walk to the Multiple Myeloma Research Foundation in Emma's honor. The mission of the MMRF is to urgently and aggressively fund research that will lead to the development of new treatments for multiple myeloma. MMRF is the world's number-one funder of multiple myeloma research.

For more information on the Emma Minott Fortitude Run/Walk visit <http://web.em.com/emmaminottrun>, or to donate, visit www.active.com/donate/em5mile.

Delta Sigma Theta Sorority, Incorporated is an international public service organization. The membership is dedicated to implementing programs based on five points – economic development, educational development, international awareness and involvement, physical and mental health, political awareness and involvement. The Philadelphia Alumnae Chapter is currently celebrating 81 years of service to the Philadelphia community.

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