PRESS RELEASE

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FRANKLIN STREET YOGA TO HOST FOURTH ANNUAL EVE BALL

CHAPEL HILL, N.C. – Franklin Street Yoga will host the fourth annual Eve Ball to benefit the Eve Carson Scholarship and PORCH (People Offering Relief for Chapel Hill Carrboro Homes) on Friday, Oct. 26, 2012 from 8:30 p.m. to midnight at the Carolina Club in the George Watts Hill Alumni Center on Stadium Drive.

Anyone 21 years or older is invited to come in costume to participate in dancing, desserts and a costume contest with cash prizes.

“The Eve Ball is our opportunity both as a town and University community to remember Eve and continue her legacy by donating to her scholarship,” Franklin Street Yoga owner Lori Burgwyn said. “While she may not be here she is in our hearts forever, truly having touched each one of us whether you knew her or not.”

Cash prizes of $100 per category will be awarded for the best group costume, sexiest costume, best historical costume, most original costume, and best all-around costume.

The Eve Ball “not only raises funds for the scholarships, which was Eve’s idea, but allows us to have fun and do one of Eve’s favorite things, which is dance!” said Kacie Neville, executive director for the Eve Carson Scholarship.

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“The scholarship's slogan is ‘students celebrating students,’” said Neville, and provides a “great way to celebrate and have fun with your friends.

“I remember my sophomore year, the executive committee dressed up as characters from the lion king and sang Hakuna Matata onstage during the costume contest,” she said.

In past years, the event has been popular among non-student members of the Chapel Hill community and UNC-Chapel Hill seniors looking to spend time with their graduating class.

Tickets are $20 per person in advance, $30 per person (cash only) the night of the event and $60 if not in costume. All are encouraged to be creative in finding an outfit for the event!

Go to www.franklinstyoga.com for more information or to purchase tickets, or check us out on Facebook, https://www.facebook.com/events/124286087719287/. Additional information can be found on the scholarship website, http://evecarsonscholarship.unc.edu/events-deadlines/eve-ball/.

The Eve Carson Scholarship was established in 2008 to commemorate and celebrate the life of former student body president Eve Marie Carson. She had envisioned a junior-year scholarship and included it on her platform for student body president in 2007. Go to www.evecarsonscholarship.unc.edu for more information.

Proceeds from the Eve Ball this year will also support PORCH, a local grass-roots hunger relief organization. More than 2500 residents in Chapel Hill and Carrboro benefit from PORCH’s monthly food drives.

Sponsorship options are available for the event. “The Carolina Way” sponsors ($500) will have their company name listed on the Franklin Street Yoga website, newsletter, and signs and the event, as well as receive 4 tickets to the Eve Ball. “The Bell Tower” sponsors ($300) will have their company name

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listed on the Franklin Street Yoga website and signage at the event, and receive 2 tickets to the Eve Ball. Finally, “The Old Well” sponsors ($100) will have their company name listed on the Franklin Street Yoga website.

For more information, contact Kacie Neville, Eve Carson Scholarship executive director, at kacieneville91@gmail.com, or (919) 368-4804.

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