



News Release

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For Immediate Release

Santa Monica Chorus Supports Breast Cancer Awareness Month through Local Performances of the “Mammogram” Song

[Santa Monica, CA, September 28, 2014] - October is National Breast Cancer Awareness Month and the Santa Monica Chorus, a chapter of Sweet Adelines International, is proud to announce its support through several public appearances in the month of October where the group will perform the “Mammogram” song.

The public can hear the Santa Monica Chorus perform during the Wellbeing Festival presented by the Santa Monica Chamber of Commerce from 11 am to 5 pm on Saturday Oct 18. The event celebrates the services and products of Santa Monica businesses that promote a healthy and happy lifestyle. In addition, the Chorus will bring their message to donors attending the “French Country Evening,” the inaugural fundraiser event to support breast cancer research at the USC Norris Cancer Center. All proceeds from this event will directly benefit breast cancer research at USC.

The “Mammogram” song was conceived by the Chorus’ Director of 26 years, Laura Pallas, during her own annual exam, when it occurred to her that many women dread the procedure, especially if they have never had a mammogram, and thus avoid making what could be a critical life-saving appointment. She wrote the words, to the tune of “Baby Face,” a barbershop classic, in the spirit of encouragement and awareness.

“As a member of one of the world's largest singing organizations for women, we are passionate about the benefits of singing for well being and good health and we are concerned about the health issues affecting our members,” said Laura Pallas. “It is our honor and privilege to participate by bringing attention to the

importance of getting an annual mammogram. This, along with a self-exam, is the best diagnostic tool available for early detection of breast cancer.”

About the Santa Monica Chorus

The Santa Monica Chorus is a chapter of Sweet Adelines International, a non-profit organization of approximately 30,000 members in choruses and quartets, worldwide, committed to advancing the musical art form of barbershop harmony through education, competition and performance. The Chorus is the current Champion of Region 11 and will be representing the Region in the Sweet Adelines International Competition to be held in October 2015 in Las Vegas, Nevada.

In addition to participating in annual competitions, the Santa Monica Chorus loves to perform and entertain. That has been true for more than 60 years of singing and sharing their exciting barbershop sound. The Chorus can be heard throughout the year, singing for civic and charitable organizations, private groups, churches, community events, and fundraisers. The Chorus loves to entertain by putting on their own musical events each year for the community, our friends, and families. The Chorus especially loves celebrating holidays with music of the season, whether it be Christmas, the 4th of July or Mother's Day.

The members of the Santa Monica Chorus, who range in age from 20 to 70+, all share a love for music and singing four-part barbershop harmony. The Chorus holds weekly rehearsals on Tuesday, 7:15 p.m., at University High School in West Los Angeles. The Chorus has the proud distinction of being the oldest Sweet Adelines chapter west of the Rocky Mountains, having received its charter on July 25, 1949, only four years after the founding of Sweet Adelines International. To learn more about the Santa Monica Chorus, please visit www.smchorus.com, [facebook.com/Santa Monica Chorus](https://www.facebook.com/SantaMonicaChorus) or follow them on Twitter @smchorus.

Sweet Adelines International is a musical force in the United States and around the world. The organization is headquartered in Tulsa, Oklahoma where it was founded in 1945. This nonprofit music education organization is one of the world's largest singing organizations for women encompassing more than 25,000 members, 1,200 registered quartets and 600 choruses in most of the fifty United States, Australia, Canada, England, Finland, Germany, Ireland, Japan, Mexico, New Zealand, Scotland, Sweden, The Netherlands and Wales. More information about Sweet Adelines International is available at <http://www.sweetadelineintl.org>.

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