

# an unpredictably **PERFECT** **WEEK**

**HUNTING FOR A GOOD CAUSE:**  
PALS Zazie Bryant, Luke Robb, Hannah Zuniga and Elly Schottman greet PALS sponsor Richard Cowles and his family as they arrive to participate in the PALS Pink Week scavenger hunt on Saturday Oct. 31.  
*Photo by Dave Winter*

*Despite challenges, PALS, community come together to raise money for Pink Week*

**F**or one week in October, PALS turns the whole school pink and run Pink Week as a fundraiser for breast cancer research, services and awareness. This year, due to there being few students back on campus and safety guidelines in place for the COVID-19 pandemic, Pink Week looked a little different.

Without the ability to put together the usual Pink Week festivities, complete with pink hallways, T-shirts, nail painting, snow cones, the shooting PAL-ery (where students pay to throw balloons at their favorite PALS) and of course the teachers getting pied in the face, the PALS decided to conduct a virtual Pink Week.

To keep the spirit, the PALS split into groups to keep some of the activities similar to past years. One of the groups made the usual pink trinkets, including necklaces, bracelets, socks, candy and masks. One group orchestrated an online spirit week with a daily theme to be photographed and direct messaged to the @macjournalism Insta account. Another group made a scavenger hunt using pink pumpkins set up around the school.

"My group decided to do a pumpkin hunt," senior PAL Hannah Zuniga said. "We set pink pumpkins all around the school and made some clues for people to follow."

Despite the optimism around the event, there were still challenges. One of the hardest challenges was getting the word out about the events that were taking place throughout the week when very few students were coming to campus.

"I think exposure was definitely a challenge for us," senior PAL Isabela Tellez said. "We only really relied on social media and the small banner on Blend among other virtual banners. We had no idea how many people were going to show up to our events or simply donate online."

While planning the event had its challenges, seniors Hannah Zuniga and Zazie Bryant led their group to success in planning a scavenger hunt. Bryant and Zuniga worked with Luke Robb, Gage Sanchez, Jonathan Porter, Demetrius Martinez and Wyatt Cunningham.

"I worked with my group to create a scavenger hunt and with several other groups to help them finish their projects," Bryant said. "We did a lot of brainstorming as a group and came up with the ideas then [sponsor] Mr. [Richard] Cowles split us up into groups to work on the projects."

The scavenger hunt was the main event this year due to there being no pep rally, and the members of the group pulled an all-nighter to stay up planning the scavenger hunt and making sure everything would run smoothly.

The PALS are known for bringing the spirit to Pink Week with the support of the school, and this year was no different. The week had its challenges but everyone involved pushed through to make the event as successful as possible, even exceeding expectations. All of the fundraisers came together to raise more than \$1,000 and top the 2019 total.

"The week itself was unpredictable, but somehow we were still able to surpass last year's donations which is amazing," Tellez said. "Being able to increase our goal was so cool! It gives me a lot of hope. Despite COVID-19, a lot of women are still going to be able to get the support they need while battling breast cancer and handling the pandemic."

*Story by Lindsey Plotkin*

## **PINK WEEK SPOTLIGHT: THE BREAST CANCER RESOURCE CENTER OF AUSTIN**

Pink Week may have been different at Mac this year, but one thing that's not different is the worthwhile work of the local charity that benefits from the money raised: the Breast Cancer Resource Center of Austin.

Shield co-editor in chief and senior PAL Bella Russo reminded us of that by making a short documentary film featuring a Breast Cancer Resource Center staff member and two recipients of the center's services. To watch the documentary, scan this QR code on your phone and then click on the link.

