



## Making PSU green

OPP spokesman Paul Ruskin lives for the environment. **WE ARE, Page 12.**

## Lady leader

Sanlor doesn't play much, but watches over the Lady Lions. **SPORTS, Page 3.**

## Text me

Study shows texting laws don't reduce auto accidents. **LOCAL & STATE, Page 3.**



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30 cents off campus

## Howley owes THON \$1,734 after Friday's 'perfect storm'

By Jourdan Cole  
COLLEGIAN STAFF WRITER

Last Friday, Khloe Kardashian made one innocent tweet about THON, boosting awareness and support — but Pat Howley said she ruined everything.

It started simply enough: "For every new follower of @abolishcancer TODAY @PatHowley agrees to donate \$1 to @THON to fight cancer."

On Friday, Howley, a

Interfraternity Council Panhellenic Dance Marathon (THON) hospitality committee member, pledged to give \$1 for every new follower of abolishcancer, a Twitter account run by a cancer awareness advocate.

Howley (junior-hotel restaurant institutional management) expected to be donating about \$50, with the average amount of new abolishcancer followers falling between 20 and 50 per day.

Then the unexpected happened.

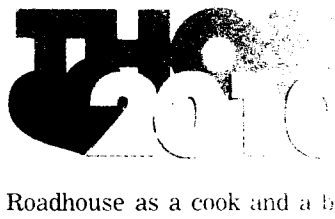
"The Big Ten Network tweeted," Howley said. "THON tweeted and then Khloe Kardashian screwed everything up."

At the end of the day, abolishcancer had 1,734 new followers — and THON \$1,734.

Working at the Texas



Howley



Roadhouse as a cook and a busboy. Howley said he does not have that kind of money, but he's dedicated to raising it and fulfilling his pledge.

"If I don't get \$1,700 through donations, then I plan on

working really hard," Howley said.

In the meantime, he has switched over to Facebook for help, creating a group called "Thanks Twitter...now I owe THON \$1,700 - HELP!" With more than 200 group members, Howley's hoping he can get people to help him fulfill his pledge to THON. He's also set up PayPal and chipin accounts and has already gotten pledges from family and friends.

See **HOWLEY, Page 2.**

## PASTA PARTY



Karena Smith (junior-community environment and development) serves spaghetti as part of Project Haiti's fundraiser for the United Nations Children's Fund (UNICEF) and Partners In Health on Monday night at Saint Andrew's Episcopal Church, 208 W. Foster Ave. More than 350 people attended the event, raising more than \$2,500. For complete coverage | **LOCAL, Page 4.**

## STATE PATTY'S DAY

# Strife starts over event

By Casey McDermott  
COLLEGIAN STAFF WRITER

As of press time, a Facebook group in favor of the "4th Annual State Patty's Day" boasted 3,304 members. But a counter-movement is also gaining momentum, with 646 people advocating to "End the 'State Patty's Day' Tradition."

And as the anti-State Patty's Day campaign spreads across social media Web sites, some students are calling on Penn State student leaders to take a stand against this growing tradition.

Last week, Rainbow Roundtable President Steve Lucas posted this call to action for the University Park Undergraduate Association (UPUA) on Twitter: "Would love to see @upuapsuedu step up to the plate and advocate for the END of State Patty's Day."

A firm stance from the UPUA and other organizations could

See **EVENT, Page 2.**

## UPUA asks for musical input

By Lindsay Cryer  
COLLEGIAN STAFF WRITER

Though contracts have yet to be signed and bands have yet to be scheduled, planning for this year's UPUA-sponsored spring music festival is definitely underway.

Plans for a new commission to plan this year's Wallypalooza will be discussed at Wednesday's University Park Undergraduate Association meeting.

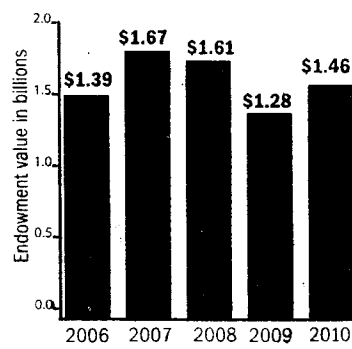
Last year's Wallypalooza was created and largely planned by former UPUA Programming Chairman Mike Wallace (senior-economics) and a small committee — and ever since Wallace stepped down from his UPUA position because of a heavy academic load, the future of the festival has been up in the air.

Once the committee — designed to be led by Wallace — is formally proposed at Wednesday's meeting, the UPUA assembly will confirm

See **UPUA, Page 2.**

## Show me the money

Penn State's endowment is currently on the upswing.



Source: Lisa Powers and Board of Trustees 2009 fiscal report  
Justine King, Collegian

## Endowment rises after economy dips

By Colleen Boyle  
COLLEGIAN STAFF WRITER

After taking a hefty dip during the height of the recession last year, Penn State's endowments are now on the upswing, university officials said Monday.

The total endowment, which dropped to \$1.28 billion at the end of last June, has rebounded to \$1.46 billion, Penn State spokeswoman Lisa Powers said.

Powers wrote in an e-mail Monday "the university's overall

conservative and sound investment practices" helped Penn State to regain \$180 million in the last six months.

Use of Penn State's endowment is divided into three areas: Sixty-two percent funds faculty and program support, 37 percent goes toward student financial aid and 1 percent finances other university costs.

But Penn State cannot spend endowments to finance just any university expense. Nearly all

See **ENDOWMENT, Page 2.**

## Celebrity THON tweets worry local

DJ "PJ" Mullen is worried that celebrity role could take away from THON goal.

By Katrina Wehr  
COLLEGIAN STAFF WRITER

THON has recently caught the eye of several prominent celebrities, but one local DJ said this attention is distorting the mission of the pediatric cancer philanthropy.

Tweets and blogs written by celebrities like Perez Hilton,

Khloe Kardashian and Lindsay Lohan drew an influx of donations to the Interfraternity Council/Panhellenic Dance Marathon this weekend.

But Phillip "PJ" Mullen, program director and host of B94.5's radio show "The Morning Zoo," said he is concerned that THON is risking its integrity by trumpeting certain celebrity endorsements.

"With national exposure, students' efforts are getting overshadowed," he said. "It's going to become a celebrity's baby and not the students'."

The issue hits close to home for

him. In November, local band Audio Imagery wrote "Find Tomorrow," an uplifting tune the band hoped would become a THON theme song.

But when the THON overall committee heard about the song through its promotion on B94.5, it contacted the band and asked them to remove THON from the song and the advertisement.

Mullen said he understood the reason behind taking the name out, saying the band and radio station did not go through proper channels to set up a promotion.

"There was a process and we

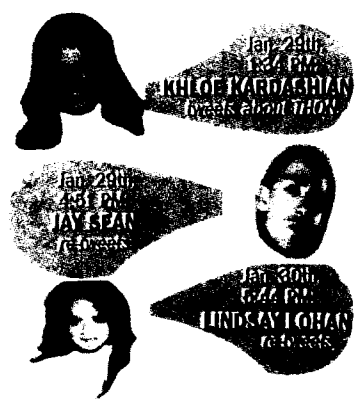
See **LOCAL, Page 2.**



Michael Felletter/Collegian

State Patty's Day celebrators wait in line outside the Phyrst on Beaver Avenue last year. Some students have expressed concern over the upcoming holiday.

Several big names tweeted and re-tweeted messages about THON this weekend, eventually catapulting #THON to the top categories in the worldwide network.



Source: Twitter.com

Jaclyn McKay/Collegian