

## Penn State Pride – WE ARE...STILL PROUD

September 18, 2012

As parents, we can only imagine the range of emotions and difficulties occurring as a result of discovering your child has been severely exploited and mistreated. As Alumni and apart of one of the largest families in the world, watching the scandal unfold stirred up many other emotions within us, as well. As in any large family, the actions of a select few within the family may be unexplained and unjustified, but the love and pride for the family unit as a whole – where you come from – does not stop. It may be difficult, in such a time, to focus on the positive but with so many good people, programs and innovations coming out of Penn State, how could we not remain proud to be apart of this family?

In the past, it has seemed that Penn State has only been measured or defined by our football program. To the world, we as alumni, want to be known as more than just our football program.

While attending Penn State, we learned many valuable lessons. One lesson was to address problems and find resolve. Then, learning from those problems, continue forward in a positive direction. As alumni, taking this approach in life has resulted in us personally building a business around that same principle.

Our business (Evoke Apparel) is about encouraging people to take individual responsibility for their own happiness. Simply put, if you are unhappy in a circumstance but that circumstance is in your control, we want to encourage you to take positive steps to change that circumstance. And, where a circumstance is out of your control, that you take positive steps in changing your attitude towards that circumstance.

As alumni, we cannot rewind and stop the horrible acts and circumstances surrounding the recent Sandusky scandal. However, we as alumni, can respond with a compassionate heart to those impacted; this including not only those directly impacted by these actions – the children and their families, but also those indirectly impacted, our Penn State family.

In response to an email sent out by the Penn State Alumni Association on July 27th, 2012 and in the spirit of Penn State, we desire to do what we can to help. As Alums and owners of Evoke Apparel Company, we want to encourage our fellow alumni, current students and those who are fans of Penn State to show we are still proud. We want to encourage you to join us in shouting to the world that we are and always were more than the stereotypes used to define our amazing Alma Mater. To help ensure that great people, programs and innovations continue to come out of Penn State, every “We Are...” T-shirt, hoodie and tank top purchase gives \$1 to For the Future, a Penn State scholarship fund. Also, in a spirit of compassion to those directly impacted by the recent scandal and in our hope for a future free from these crimes, an additional \$1 from each purchase is donated to The National Center for Missing and Exploited Children.

Further Information:

To buy a shirt go to: <http://www.evokeapparelcompany.com/penn-state-pride>

To learn more about the scholarship fund go to:  
<http://giveto.psu.edu/s/1218/start.aspx>

To learn more about The Center of Missing and Exploited Children go to: <http://www.missingkids.com/>

« [More than a football team is another source of positive news](#) — [This Day in PSU History: New Course in Witchcraft](#) »

Tags: Penn State Pride, WE ARE...STILL PROUD