



Welcome

Graduate Studies

Programs & Courses

People & Departments

Research

Libraries

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[The current issue is available in pdf format.](#)



THINK PINK Dr. TA Loeffler is sporting a new look that's turning a few heads. The Human Kinetics and Recreation prof was at Signature Salon on Sept. 19 to get her hair dyed bright pink. All last week she held a fundraiser to raise awareness about her latest climb—she hopes to become the first Canadian woman to summit Mount Pumori next month—and to test her limits. Every day she dressed in pink clothes—from flip flops to a feather boa—which were donated by people who gave \$20 or more to her Pink Outside the Box campaign. The money goes to the Canadian Breast Cancer Foundation. As of press time, she has collected \$4,245. She hopes to raise \$1 per metre of Pumori's peak—for a total of \$7,161. To learn more and make a donation, visit www.taloeffler.com. Dr. Loeffler leaves for Pumori on Sept. 29.

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