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Chi Omega and Make-A-Wish continue philanthropic partnership

Chi Omega Fraternity at Virginia Tech hosts first in-person philanthropic event in two years to support Make-A-Wish

BLACKSBURG, Va. - In philanthropic partnership with Make-A-Wish, members of the Sigma Lambda chapter of Chi Omega participated in a week-long event to raise money.

"After having the last two wish weeks canceled, or entirely online, I wanted to do something big this year," said Laurel Rubens, director of philanthropy for Chi Omega. "This is where our week, 'Swishes for Wishes' started."

The event took place from April 10 through the 14. Several nights throughout the week, Chi Omega partnered with various Blacksburg-area restaurants for percentage nights, with part of the proceeds benefiting Make-A-Wish. These restaurants included Chipotle, Your Pie, and Roots.

The "Pie a Chi" booth, in partnership with the Delta Chi fraternity, provided another opportunity to raise money. Anyone on campus could come to a booth and pay to pie a Chi in the face.

Chi Omega hosted the Space Jam outdoor event at the chapter house. It included two food trucks, volleyball, cornhole and a thrift store pop-up shop. Individuals could also sign up to enter a raffle for a basketball signed by Mike Young, the men's basketball coach at Virginia Tech.

The "Swishes for Wishes" big event wrapped up the week. Students participated in a co-ed, bracket-style basketball tournament, with each team paying a fee to participate.

"I've had the idea 'Swishes for Wishes' for over a year now, and I thought it was the perfect time to create a big event, make it a tradition and raise money for Make-A-Wish," said Rubens.

In 2002, Chi Omega announced Make-A-Wish as their philanthropic partner. Since the beginning of this partnership, Chi Omega chapters nationwide have raised more than \$26 million and volunteered over 1.2 million hours.

"I've had a close family member pass away due to a critical illness, so I know how important this organization is," said Allison Landi, member of the Chi Omega Fraternity at Virginia Tech.

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Make-A-Wish Greater Virginia was founded in 1987. The Sigma Lambda chapter of Chi Omega partners with the non-profit to help support children in the Commonwealth of Virginia.

“Being able to make a difference and help make a kid smile a little bigger is one of the most meaningful feelings,” said Rubens.

During the 2022 “Wish Week,” the Sigma Lambda chapter raised over \$9,000 for Make-A-Wish Greater Virginia, through their website fundraising page.

About Make-A-Wish

Make-A-Wish was founded on April 29, 1980, in Phoenix, Arizona. The headquarters of the non-profit organization remains located in Phoenix. The goal of the organization is to grant the wishes of critically ill children from the ages of two and a half to 18. Research shows children who have wishes granted can build the physical and emotional strength they need to fight the illness. For more information, please visit the [Make-A-Wish website](#).

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