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GAMMA PHI BETA SORORITY ANNOUNCES REFRESHED MISSION STATEMENT

Sorority also updates vision and guiding principles

CENTENNIAL, CO – Gamma Phi Beta International Sorority has unveiled a refreshed mission statement, vision and guiding principles. The updated Sorority phrases are the result of a year-long process of research and discussion by the Sorority’s International Council to preserve the history of the organization while ensuring its relevance for today’s member. The refreshed mission statement reads: “To inspire the highest type of womanhood.”

“Our past leaders celebrated the same values we do today when they crafted the earlier mission statement in 1994,” commented International President Linda Malony. “It was what we needed at the time to guide our organization and to give us purpose and direction. With this updated wording, we are not changing direction in any way. Instead, we’ve made it easier for every member to articulate what Gamma Phi Beta represents.”

The new statement is visibly shorter and easily memorized. The phrase “highest type of womanhood” is prominent in the Sorority’s Articles of Incorporation and used throughout the sisterhood to convey the idea of members striving for their personal best.

The Sorority vision has been modified into a succinct but powerful statement of intent: “We will build confident women of character who celebrate sisterhood and make a difference in the world around us.”

Additionally, the Sorority revised their values statement into a set of guiding principles:

- We promote lifelong commitment, intellectual and personal growth and service to humanity.
- We perpetuate our heritage as we commit to the growth of our Sorority.
- We foster enduring friendships.
- We advocate ethical behavior, respect, authenticity, accountability and integrity.
- We aspire to excellence in all that we do.

“Our refreshed vision and guiding principles express how our leadership anticipates our membership will look in the future and what the Sorority will strive to achieve. We are confident that the leaders of tomorrow will continue to create innovative ways for our Sorority to inch closer to this vision by utilizing our guiding principles to assist with decision making at all levels,” added Malony.

About Gamma Phi Beta International Sorority

Gamma Phi Beta International Sorority was founded in 1874 at Syracuse University in Syracuse, New York. The Sorority's mission is to inspire the highest type of womanhood. Headquartered in Centennial, Colorado, the Sorority has chartered 173 collegiate chapters across the United States and Canada, and has more than 175,000 collegiate and alumnae members worldwide.

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