

GAMMA PHI BETA ON “THE TODAY SHOW”

February 4, 2020

Centennial, Colorado – Gamma Phi Beta announces a segment to air on NBC’s “The TODAY Show” on February 6, 2020, showcasing a testament to lifelong friendship.

In September 2019, *The Wall Street Journal* published an article about college friends promising to stay connected and how 60 years later, they kept that promise alive. The women featured in that article are Gamma Phi Beta alumnae from Omega Chapter (Iowa State).

Using round-robin letter writing in a day of social media caught the attention of NBC Universal producers. On January 28, 2020, six of the women featured in the article traveled back to their alma mater, Iowa State University, to see each other face to face at the Gamma Phi Beta facility. They were Sarah Pyles Davis, Alice Aita Newton, Kathie Arnold Ervin, Karla Baur Tillotson, Connie King Osborne and Sue Kelly Harbour.

Gamma Phi Beta’s Executive Director Megan Wick greeted the women upon their arrival to Iowa State and commented on the experience.

“I was very thankful and humbled by the chance to meet these members. I can think of no better story to illustrate the impact of our sisterhood, the legacy it leaves and the case for investing in our future than this one. Seeing the alumnae connect in person was watching best friends come together. There was so much familiarity, love and comfort among them. We were enthralled — but for the women, it was just them being themselves, the sisters they have been for 60 years.”

The adventurous and emotional reunion was filmed by NBC and provided an opportunity for current collegians to connect with the women who initiated before them, capturing memories across the decades. However, one reunion was not enough for these lifelong friends. The Omega sisters are now heading to New York to represent Gamma Phi Beta on the “The TODAY Show” during a live audience segment on friendship. Their heartwarming story will air on February 6, 2020.

ABOUT

Gamma Phi Beta was founded on November 11, 1874, at Syracuse University by four bold and courageous women. The Sorority’s mission is to build confident women of character who celebrate sisterhood and make a difference in the world around them. Headquartered in Centennial, Colorado, the Sorority has chartered 189 collegiate chapters across the United States and Canada and has more than 224,000 collegiate and alumnae members worldwide.

