



XULA Contact: Regi Reyes  
(504) 520-5240 | [reyes@xula.edu](mailto:reyes@xula.edu)

FOR IMMEDIATE RELEASE

## Xavier University of Louisiana hosts Give.Love.Xavier Day Parade to kickstart annual spirit week of giving

*Xavier hosts first-ever Give.Love.Xavier Day Parade*

**New Orleans, La.** – Xavier University of Louisiana will host its first-ever Give.Love.Xavier (GLX) Parade to kickstart the ninth annual online, social media-driven fundraising event – *Give.Love.Xavier Day*. On Friday, April 1, at noon, Xavier invites students, alumni, friends, supporters and the New Orleans community to attend in celebration of Xavier with music, special guests and throws.

Give.Love.Xavier Day is **Tuesday, April 5, from 12:00 a.m. to 11:59 p.m.** Donations can be made online at [glx.xula.edu](http://glx.xula.edu), by calling (504) 520-7575, or by mailing a check to Xavier University of Louisiana, 1 Drexel Drive, Box 66, New Orleans, LA 70125.

This year's theme, "In the Spirit of Love," reflects the nurturing and loving spirit of the Xavier community and encourages participants to donate in the name of love. GLX Parade special guests include the XULA Cheer team, who recently became the 2022 NAIA competitive cheer champions; members of Xavier faculty; Xavier University President Reynold Verret; and more. The parade marks the start of Xaver's annual giving campaign, Give.Love.Xavier, which aids the university in meeting its current and most pressing needs associated with improving learning technology and software, developing innovative programs, providing need-based financial assistance for students, food security, and campus wellness and infrastructure.

The parade route will begin on Short Street, turning right onto Howard Avenue, right to Clark Street, left onto Drexel Drive, and right onto Broadway to end in front of the University Center Yard.

"It's important to us that our alumni, students and friends of Xavier understand how vital they are to the success and progress of our university," said **Kimberly Reese ('95), Associate Vice President for Institutional Advancement at Xavier University of Louisiana.** "This parade is a celebration of Xavier for all Xavierites, and it marks the start of the Give.Love.Xavier Spirit Week. We ask that everyone who believes in the mission of Xavier University donates for Give.Love.Xavier Day on April 5; this parade will remind everyone why donating it is not only important but also necessary."

Since its inception, the annual Give.Love.Xavier campaign has raised more than \$4 million for the university with the help of more than 18,000 donors.

Participants are encouraged to post about GLX via social networks (such as Instagram, Facebook and Twitter) to spread the excitement while encouraging their friends and followers to give. Conversations are also encouraged by sharing the hashtag #GLX2022, connecting to Facebook and Instagram @XULAalumni, and visiting [glx.xula.edu](http://glx.xula.edu) to donate and see real-time results.

For more information about Give.Love.Xavier Day, visit <https://giving.xula.edu/> or contact Lacreacia Jones at (504) 520-5129.

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### **About Xavier University of Louisiana**

*Xavier University of Louisiana, America's only historically Black and Catholic University, is ranked among the top three HBCUs (historically Black colleges and universities) in the nation. Recognized as a national leader in STEM and health sciences, Xavier produces more African American students who graduate from medical schools each year than any other university in the United States. Additionally, Xavier's College of Pharmacy is also among the top producers of African American pharmacists in the country.*

*Established in 1925 by Saint Katharine Drexel and the Sisters of the Blessed Sacrament as a place for African American and Native Americans to receive quality education, Xavier has since expanded its programs in art, business, education, biological sciences, chemistry, pharmacy and political science. More recent additions in robotics, bioinformatics, engineering, data science, neuroscience and genetics, in addition to new STEM-based master's programs, have provided Xavier students (2815 undergraduates and 787 graduates) an unbeatable combination of traditional classroom study, hands-on research, service-learning opportunities and life experiences. Xavier students collaborate with world-renowned faculty, who are experts in their fields, to produce award-winning research and notable work. The winning Xavier formula provides students with a well-balanced curriculum and an environment that nurtures their intellect and feeds their souls, thereby facilitating a more just and humane society for all. For more information about Xavier University of Louisiana, visit us online at [www.xula.edu](http://www.xula.edu) or contact Regi Reyes at (504) 520-5240 or [rreyes@xula.edu](mailto:rreyes@xula.edu).*