



XAVIER

UNIVERSITY *of* LOUISIANA

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April 28 Give. Love. Xavier Online Fundraiser Seeks 2,500 Individual Donors

New Orleans LA – Xavier University of Louisiana will hold its eighth annual online, social-media driven fundraising event – Give. Love. Xavier Day – Tuesday, April 28, from 12:00 a.m. to 11:59 p.m. The event invites alumni, friends and supporters to come together for one day to show their support for the University with financial contributions.

Participants are encouraged to post about the event 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 #GLX2020, connecting to the @XULAalumni website, and visiting givelove.xula.edu/donate to donate and see real-time results.

In light of the COVID-19 epidemic, this year's theme is "You are the lifeline for our students." This year's fundraiser will assist Xavier University in meeting its current and most pressing needs associated with transitioning to virtual learning and classrooms, providing need based financial assistance for students, food security, and campus wellness and infrastructure. Although online giving is encouraged, donations can also be made by calling (504) 520-7575 or mailing a check to Xavier University of Louisiana, PO Box 650658, Dallas, TX 75265-9915. All gifts collected in support of Give. Love. Xavier Day will fund the University's most critical needs.

Last year 2,269 donors contributed a total of \$560, 617 on Give. Love. Xavier Day. The goal for this year's campaign is 2,500 donors.

"There is strength in numbers, and we hope that all of our alumni and friends of Xavier will help us reach our goal and ultimately support Xavier University and its students," said Kimberly Reese, Xavier University of Louisiana Assistant Vice President for Alumni Relations and Annual Giving.

Since its inception, Give. Love. Xavier Day has raised more than 3.0 million dollars for the University.

One key element of the day-long campaign is the use of alumni/Greek captains, student captains, and faculty/staff captains to spur interest among fellow alumni, students and friends. Additionally, all alums

and friends of Xavier who make a gift of \$1,000 or more on Give. Love. Xavier Day will be recognized as a “Lifesaver” by the Office of Alumni Relations and Annual Giving in lieu of the challenge grants.

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



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About Xavier University of Louisiana

Being America’s only historically Black and Catholic University is just the first of the distinctions that have set Xavier University of Louisiana apart for more than eight decades. Despite its relatively small size (3,300 students), Xavier is a nationally recognized leader in the STEM and the health sciences, producing more African American students who graduate from medical schools each year than any other university in the United States. Its College of Pharmacy is among the top producers of African American pharmacists.

Its liberal arts-based programs in such areas as art, business, education, psychology, and political science – as well as such recent additions as bioinformatics, data science, neuroscience, crime and social justice, and jazz studies – offer students an unbeatable combination of traditional classroom study, hands-on research, service-learning opportunities, and life experiences. The winning Xavier formula? Provide students with a well-balanced curriculum and an environment that nurtures their intellect and feeds their souls.

For more information about Xavier University of Louisiana visit us online at www.xula.edu or follow us on Facebook, YouTube, or Twitter @XULA1925. To book interviews and/or to speak with our experts in the field of pharmacy, education, premed, public health, science, technology, math, business, English, communications, and the arts, contact Lance Sumler at (504) 520-5240 or lsumler@xula.edu.