



XAVIER

UNIVERSITY of LOUISIANA

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Xavier University April 10 Online Fundraiser Seeks 3,500 Individual Donors

New Orleans LA – Xavier University of Louisiana will hold its sixth annual online, social media-driven fundraising event – Give. Love. Xavier Day – Tuesday, April 10, from 12:00 a.m. to 11:59 p.m. The event invites alumni and friends 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 and encourage their friends and followers to give. Conversations also are encouraged by sharing the hashtag #GLXU18, connecting to the @XULAalumni website, and visiting www.xula.edu/givelove to donate and see real-time results.

This year's theme is "Share the Love!" Although online giving is encouraged, donations can also be made by calling (504) 520-7575 or mailing a check to Xavier University of Louisiana, 1 Drexel Drive, Box 66, New Orleans LA 70125. All gifts collected in support of Give. Love. Xavier Day will fund scholarships and other important University programs.

Last year 1,870 donors contributed a total of \$382,319 on Give. Love. Xavier Day. The goal for this year's campaign is 3,500 individual donors.

"There is strength in numbers, and we hope that all of our alumni, as well as all friends of Xavier, will help us reach our goals," said Kimberly Reese, XU Assistant Vice President for Alumni Relations and Annual Giving. "Supporting this event will help Xavier University of Louisiana to continue its legacy of excellence."

Since its inception, Give. Love. Xavier Day has raised more than \$2.2 million dollars for the University.

One key element of the day-long campaign is the use of alumni captains to spur interest among fellow alumni, as well as the establishment of key Challenge Grant incentives: dollar for dollar matches that are realized when alumni and friends make their donations on Give. Love. Xavier Day. This year's event has several matching challenge grants, which will only be realized if Xavierites and friends make gifts on April 10.

For more information about Give. Love. Xavier Day visit www.xula.edu/givelove or by contacting Lacrechia James at (504) 520-5129.

About Xavier University of Louisiana

XULA students *Leave Ready* to serve, care, and lead their communities. For more information about Xavier University of Louisiana visit us online at www.xula.edu or follow us on Facebook, YouTube, or

Twitter @XULA1925. Take a moment to learn more about how Xavier is preparing students for the future at <https://www.youtube.com/watch?v=sD4mb-jYZC8>.

Once again, Xavier University of Louisiana received national accolades as one of the best universities in the country. Most notably, XULA is ranked as the best value among southern regional colleges and universities in the 2018 edition of “Best Colleges” by the U.S. News Media Group. Xavier also ranked No.1 in its grouping, heading the list of only 15 schools that qualified for the Southern Region category listed under “Great Schools, Great Prices.”

To book interviews about our recent accomplishments and or to speak with our experts in the field of pharmacy, premed, public health, science, technology, math, business, English, communications and the arts, contact Patrice Bell Mercadel, Chief Marketing and Communications Officer at 504-520-5452 or via email at pbellmer@xula.edu.

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