FOR IMMEDIATE RELEASE

Additional Information:
Richard Tucker
Director of Communications, Xavier University of Louisiana
P: (504) 520-5425
rtucker@xula.edu

Lacrecia James
Annual Fund Manager, Xavier University
P: (504) 520-5129
ljames6@xula.edu

Give. Love. Xavier Day To Be Held June 2, 2014

Give. Love. Xavier Day is an online fundraising event encouraging alumni and friends to come together and support Xavier University of Louisiana. This one-day event will take place on Monday, June 2 from 12 a.m. to 11:59 p.m. All gifts made online on this day will go directly to the Annual Fund which supports scholarships and other important University programs. The Annual Fund makes a vital difference in the lives of students and often supports the area of greatest need.

To participate in Give. Love. Xavier Day, visit www.xula.edu and make a donation ($20 minimum) on June 2 or you can make a gift by phone at (504) 520-7575. Donors and supporters are encouraged to post about Give. Love. Xavier Day on their social networks like Instagram, Facebook and Twitter to spread the excitement and encourage their friends and followers to give. They can join the conversation by sharing the hashtag #GLXU14, connecting to @XULAalumni and linking to the website.

The first Give. Love. Xavier Day held last year was a huge success; 1,100 donors raised $120,000 for the University and its programs. This year’s goal is to have contributions from 1,750 donors. Additionally, through the Give. Love. Xavier Day Challenge Grant Initiative Xavier has received nearly $100,000 in challenge funds. These are dollar for dollar matches that will only be realized when alumni and friends make their donations on June 2. This means that some Give Love Xavier Day donations can have twice the impact!

Dr. Norman C. Francis, President of Xavier University of Louisiana and currently America's Longest Serving College President, joined Twitter especially for this year’s Give. Love. Xavier Day to connect with students and alumni. He can be reached at @DrNCF.

More information about Give. Love. Xavier Day can be found at http://www.xula.edu/givelove/ or by calling Lacrecia James at (504) 520-5129.

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