CAMPUS CAMPAIGN KICKOFF
9 – 9:30 A.M. • TENT ON EZEKIEL W. CULLEN LAWN
The best part of waking up is...a $1 Billion Campaign launch! President Renu Khator will make remarks bright and early under the tent. You won’t want to miss this historic moment! Light refreshments will be provided.

HERE, WE GO PANEL DISCUSSION
10 – 11 A.M. • STUDENT CENTER BALLROOM
Find out how Otis Birdsong ('81), Victor Costa ('58), and Brett Cullen ('79) were influenced by their time at UH and how being a Cougar has shaped their careers!

STUDENT PHILANTHROPY STATION
11 A.M. – 1 P.M. • BUTLER PLAZA
Are you a student? Find out how the Campaign affects your education, student experience, and even the value of your degree after you graduate. Join the UH Annual Giving team to celebrate student giving and learn more! Light refreshments will be provided.

FACULTY & STAFF CAMPAIGN LAUNCH
11:30 A.M. – 12:30 P.M. • TENT ON EZEKIEL W. CULLEN LAWN
UH faculty and staff make this powerhouse run! Faculty and staff are invited to attend a special gathering to learn how to get involved. Light refreshments will be provided.

PUBLIC ART COLLECTION WALKING TOUR
1 – 2:30 P.M. • TENT ON EZEKIEL W. CULLEN LAWN
UH's Public Art Collection contains works by local, regional, national and international artists. With more than 350 pieces of art on the central campus alone, this short walking tour led by Michael Guidry, Curator of the UH Public Art Collection, is sure to inspire!

LAUNCH TALKS
3 – 4 P.M. • TENT ON EZEKIEL W. CULLEN LAWN
This dynamic event will feature one-minute, rapid-fire perspectives from specific disciplines on the question, “What does it mean to launch?” All colleges, schools and units will be represented.

MLK COMMEMORATIVE CELEBRATION
4 – 5 P.M. • STUDENT CENTER THEATER
Featuring Houston Mayor Sylvester Turner ('77).

HERE, WE GO RALLY
6 P.M. • CULLEN FAMILY PLAZA FOUNTAINS
Follow the sounds of the Spirit of Houston to the Cullen Family Plaza Fountains. At this festive rally, you’ll get to make a wish for UH in 2020, take a memorable photo and more. After, the Spirit of Houston will lead the crowd to Hofheinz Pavilion for a student tailgate before the Cougar basketball team takes on Memphis.

MEMPHIS vs. HOUSTON BASKETBALL GAME
8 P.M. • HOFHEINZ PAVILION
The UH Men’s Basketball team takes on the University of Memphis at home. The game will feature a special halftime show including a showing of the Campaign video.

IT’S GLOBAL “PAINT THE TOWN RED DAY”
We’re turning January 19 into a Cougar Red THURSDAY! Think creatively and show us your best red!

SAVE THIS GUIDE to your camera roll or desktop!
Quick! We know it’s Thursday, but put on your best Cougar Red — and SNAP A PHOTO.
POST YOUR PICTURE on Twitter and Facebook with the hashtag #UHHereWeGo and #HereWeGo2020
Now that we’ve got you on social media, don’t forget to FOLLOW US on Facebook and Twitter @UHPhilanthropy.

FIND SHASTA AND SASHA today and take a picture with them! Don’t forget to tag them!
WATCH THE CAMPAIGN VIDEO, then watch it again. Now share it!
MAKE A DONATION, any amount counts! Here, We Go!
ATTEND AT LEAST THREE CAMPAIGN EVENTS, and while you are there snap another selfie!

STOP BY THE FOOD TRUCKS in the circle drive and around campus for a “Paint the Town Red” special. Yum!
FLAG DOWN THE RADICLE JUICE WAGON and try the “Coog Fuel” special!
TWEET by filling in the blank: “Here, We Go __________.”

#UHHEREWEGO #HEREWEGO2020