

UH HERE, WE GO.

JOIN THE CAMPAIGN FOR THE UNIVERSITY OF HOUSTON

UH COMMUNITY LAUNCH EVENTS • THURSDAY, JANUARY 19, 2017

1 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.

2 HERE, WE GO PANEL DISCUSSION

10 - 11 A.M. • STUDENT CENTER BALLROOM

Find out how Otis Birdsong ('88), Victor Costa ('58) and Christine Ha ('13) were influenced by their time at UH and how being a Cougar has shaped their careers!

3 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.

4 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.

5 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!



6 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.

7 MLK COMMEMORATIVE CELEBRATION

4 - 5 P.M. • STUDENT CENTER THEATER

Featuring Houston Mayor Sylvester Turner ('77).

8 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.

9 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.

LIVE SITES - Visit one of our interactive photo and giving stations. You can share your personal "Here We Go..." statements, show off your campaign selfies, engage with campaign social media and make a gift. Any amount counts!

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!

YOUR PAINT THE TOWN RED CHECKLIST

- 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 _____."

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