

California Polytechnic State University, San Luis Obispo, California



February 29, 2012

Contact: Diego Silva

805-756-7270; drsilva@calpoly.edu

First 'Up 'til Dawn' Event at Cal Poly Produces Thousands of Fundraising Letters

SAN LUIS OBISPO – Cal Poly students and other volunteers produced more than 8,000 fundraising letters for St. Jude's Children's Research Hospital during a recent on-campus event.

Titled "Up 'til Dawn," the '80s-themed gathering took place Feb. 21 at Chumash Auditorium and drew nearly 500 volunteers. It was coordinated by a student organization of the same name within Cal Poly Student Life and Leadership, with help from Recreation, Parks and Tourism students and the university's Panhellenic Council.

The first 400 attendees were treated to free, "I love the 80's" T-shirts and food provided by Woodstock's and Pizza Solo. They also enjoyed activities and performances offered by various student groups, including Cal Poly Athletics, Take it SLO, and the Line Dancing Club, as well as drawings throughout the night that offered the chance to win prizes that included an iPad 2 provided by St. Jude's.

With the first event a rousing success, Cal Poly Student Life and Leadership looks forward to making this an annual tradition. For more on Cal Poly Student Life and Leadership, visit http://www.studentlife.calpoly.edu/.

###

CP Home • CP Find It • Get Adobe Reader • Help Accessing Public Affairs Web Content

Cal Poly News Web • Cal Poly Magazine • Cal Poly Update E-newsletter

Giving to Cal Poly

Public Affairs Office California Polytechnic State University San Luis Obispo, CA 93407

polynews [at] calpoly.edu