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FOR IMMEDIATE RELEASE

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Cal Poly Invites Local Businesses and Organizations to Participate in Open House Poly Royal Parade

SAN LUIS OBISPO - Cal Poly student leaders are inviting local businesses and organizations to participate in this year's Poly Royal Parade on campus Saturday, April 22. Open House 2006 runs April 21-23. This year's theme is "Cal Poly: Choice of Champions."

Open House draws more than 40,000 visitors to San Luis Obispo annually. The three-day event showcases the campus to admitted and current students, their families, friends, alumni and the community.

Participating in the parade gives businesses and community groups the chance to reach out to current and prospective students and their families, explained Allison O'Leary, student volunteer director of events and entertainment for this year's Open House celebration. There is no entry fee, and participants are eligible for awards and prizes.

This year's Open House schedule includes:

- Thursday, April 20 -- Club Preview Night at Farmers' Market.
- Friday, April 21 -- Admitted Students' Preview Day, campus and department tours; Poly Royal Rodeo
- Saturday, April 22 -- Open House. Activities include the morning Poly Royal parade, student club showcase, children's carnival, Poly Royal Rodeo, tractor pull, and Poly Canyon Design Village tours.

Open House weekend is the culmination of a year of hard work and dedication by a committee of student volunteers working under Student Life and Leadership's Orientation Programs, in collaboration with the community, student clubs, faculty and staff, O'Leary said.

This year's theme, "Cal Poly: Choice of Champions" highlights Cal Poly's position at the center of the winner's circle, attracting the best of the best in terms of students. This year's event will focus on the University's highly rated, competitive academic reputation, O'Leary said.

For details about entering the Poly Royal Parade, contact O'Leary at (805) 756-7576 or e-mail open-house@calpoly.edu. For more information about Open House, contact Nicole Stivers, director of public relations, nstivers@calpoly.edu.

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