



News

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Guayaki's Michael Newton and Jose Sanchez Named Grand Marshals for Cal Poly's 2015 Open House Parade

SAN LUIS OBISPO — Cal Poly has announced that Michael Newton and Jose Sanchez of Guayaki will serve as grand marshals for the 2015 Open House parade on April 18.

Newton is one of the original founders of Guayaki, which makes organic, fair-trade Yerba Mate. Sanchez is the Los Angeles area manager for the company. Both men are alumnae of Cal Poly.

Guayaki got its start in San Luis Obispo in 1996, when Newton and a few other Cal Poly students teamed up to share their love of the Yerba Mate plant and its soothing tea with the world.

One of Guayaki's fundamental goals is to prove that a company can make a profit while still operating sustainably. Since 1996, Guayaki has achieved the title as the very first Fair Trade Certified Yerba Mate company in the world through IMO (the Institute for Marketecology).

In recent years, Newton and Sanchez have visited their alma mater to speak about the importance of fair trade, Guayaki's San Luis Obispo roots, and the tea that started it all.

Cal Poly's 22nd annual Open House will take place April 16-18. The event allows admitted and current students, their supporters, alumni, and the San Luis Obispo community to spend the weekend exploring all that Cal Poly offers.

Cal Poly opens its campus to the public April 18 for the parade, which starts at 9 a.m. The parade kicks off at Grand Avenue and North Perimeter Road and travels north toward Via Carta, ending at Dexter Lawn. Seating is available along the route.

Activities following the parade include a Kids' Fair, live music, a Campus Showcase, the Cal Poly Truck and Tractor Pull, the Cal Poly Rodeo and more.

Open House will continue to foster partnerships with community members, local businesses, departments and student groups so that every prospective student will have access to these resources while attending Cal Poly. For more information about Open House, visit orientation.calpoly.edu/openhouse.

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