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FOR IMMEDIATE RELEASE

ASUCLA *BenefitsU* with Follow for Freebies monthly activations

ASUCLA BenefitsU: Follow for Freebies will be held April 3 outside of the UCLA Store at 11:30 a.m. until supplies last, and is open to all members of the Bruin community.

Los Angeles, Calif., April 2, 2024 – Join [Associated Students UCLA](#) (ASUCLA) on April 3 for the kick-off of its monthly brand activation, *ASUCLA BenefitsU: Follow for Freebies*, with free [Chocolate Vanilla Twist](#) (CVT) ice cream pouches. Find the *Follow for Freebies* tent outside of the UCLA Store in Ackerman Union, adjacent to Bruin Walk, at 11:30 a.m.

An initiative of ASUCLA Marketing, [ASUCLA BenefitsU](#) provides UCLA students value with important updates so they're the first to know about upcoming on-campus events, ASUCLA Restaurant specials, and exclusive drops and sales at the UCLA Store. Adding *Follow for Freebies* to this program, let ASUCLA further "BenefitU" with an in-person activation that's as simple as it sounds — follow [@asucla](#) on Instagram to stay in-the-know for complimentary treats and more.

"This is our way to give back to UCLA students with something to brighten their day, and just have fun while connecting with the Bruin community by promoting all ASUCLA has to offer," said Ari Baron, ASUCLA Marketing director.

Monthly offerings will be representative of the different products and services provided by ASUCLA as a chance for the UCLA community to sample and engage with ASUCLA staff members.

CTV ice cream pouches will be available at the April 3 *Follow for Freebies* activation beginning at 11:30 a.m. until supplies last. Those interested in supporting the local business can find CVT products on campus at the [UCLA Store](#) Market, a student-run enterprise of ASUCLA.

Follow [@asucla](#) on Instagram for future *ASUCLA BenefitsU: Follow for Freebies* activations, promotions, giveaways and more.

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About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest



college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.