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ASUCLA CELEBRATES UCLA CENTENNIAL AND ASUCLA CENTENNIAL MILESTONE

Los Angeles, CA – June 17, 2019 - The Associated Students UCLA (ASUCLA) celebrates the UCLA Centennial with a Celebration merchandise collection, student pre-party event, envoys to the Sacramento and City Hall Celebrations, and #ASUCLA100 storytelling.

The UCLA Store unveiled the UCLA Centennial Celebration collection on Wednesday, May 1 in the Ackerman Union store. After closing on Tuesday, April 30, the store team set up the UCLA Centennial Celebration collection in the main pinnacle shopping area merchandised with custom UCLA Centennial-themed holograms. The collection also debuted May 1 online at shop.uclastore.com, with inbound marketing from Facebook and Instagram channels.

The UCLA Student Union acknowledged the Centennial milestone with new exterior banners at the northwest and west entrances featuring ASUCLA’s Century of Service and Century of Spirit themes. Centennial-themed holograms were added on all student union entrances, while elevator doors displayed oversize Centennial decals. A five-panel exhibit of ASUCLA Centennial history is on display on A-level of Ackerman Union until September 2019.

Campus lamp pole banners highlighting ASUCLA’s Student Governments, Student Media, and Student-Run Enterprises were installed in front of Kerckhoff Hall on Election Hill and surrounding the North Campus Student Center. Banners include #asucla100 pointing to one hundred ASUCLA stories posted on social media channels, Instagram (@asucla), Facebook (@asucla), and Twitter (@uclastudentu).

The Centennial Celebration festivities kicked-off on campus Saturday, May 18, with Alumni Day. ASUCLA Catering provided breakfast and appetizer reception for approximately 4,000 attendees at the Alumni reception in Wilson Plaza. Additionally, Catering organized a food truck festival for dinner options before the Centennial Festival in Dickson Plaza.

ASUCLA and Bruin Gaming sponsored a Bruin Nights Centennial Pre-party for students, in the Ackerman Union Grand Ballroom. The theme was gaming—old-school arcade games and new school e-games—all free for students. A free, limited edition, the glow-in-the-dark Centennial t-shirt was given to the first 100 attendees of the Pre-party event. DJ Trevor was at the turntable, food booths featuring $5 menu items, and lots of prizes and giveaways were on display. At 8:00 pm the Pre-party ended with a procession to the Centennial sound-and-light show event highlighting UCLA’s first century using Royce
Hall as the backdrop. The BearWear staff set up a Centennial collection pop-up shop at the Royce event.

May 20, representatives of ASUCLA traveled to Sacramento where the UCLA Centennial was recognized by Senator Ben Allen and Assembly Member Sydney Kamlager. ASUCLA representatives present included student body president Claire Fieldman, Board members Aidan Arasasingham and Teniope Adewumi-Gunn, and Executive Director Pouria Abbassi. University representatives, including Vice Chancellor Rhea Turteltaub and External Affairs staff members, were also present at the capital.

On May 22 the Los Angeles City Council proclaimed “UCLA Day” on the eve of the anniversary of the university’s official 1919 founding. ASUCLA representatives were in attendance and Councilman Paul Koretz acknowledged ASUCLA as “the largest and most successful student-run association in the nation." The Centennial festivities continued with a celebration in Grand Park culminating in the lighting of City Hall in UCLA blue and gold. The BearWear staff supplied a Centennial collection pop-up shop at the event. Other structures around campus and throughout the city were also illuminated in blue and gold, including Kerckhoff Hall.

"At ASUCLA, we are excited to celebrate 100 years of students’ achievements, said ASUCLA Board of Directors Chair Teni Adewumi-Gunn. In just a century, students have lifted our university to become one of the world’s leading educational institutions. Our centennial program has been an opportunity to reflect on the role that ASUCLA has played as a responsive, student-led organization, committed to addressing a breadth of student needs. We look forward to the next 100 years, as we continue to strengthen our partnership with the university, students, and Bruin alumni."