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FOR IMMEDIATE RELEASE

BearWear Trade-In to Take Place at UCLA Store

Westwood, Calif. – Jan. 23, 2020 – For the first time, the UCLA Store is hosting a BearWear trade-in event, where those in the UCLA community can get their hands on the latest Bruin gear at a discounted price by donating their BearWear clothing.

From Jan. 27 to Feb. 7, anyone can bring gently used BearWear and UCLA-branded items to the Customer Service window on Ackerman B-Level, Customer Service Counter, UCLA Store – Health Sciences or Customer Service, UCLA Store – LuValle Commons and will receive a coupon for 20-percent off an entire BearWear purchase. The coupon can be redeemed immediately, or by Feb. 7. The BearWear Trade-in is open to the UCLA community at large, and trade-in items need not have been purchased at the UCLA Store.

All of the trade-in items will be donated to the UCLA Thrift Store, which supports UCLA Health and Patient Care.

“ASUCLA is thrilled to continue its tradition of giving as it aspires to best reflect the True Bruin values,” said Pouria Abbassi, the ASUCLA Executive Director and CEO. “Care and compassion are synonymous with UCLA Health and Patient Care and we are happy to contribute to their efforts in serving our communities.”

Centennial Collection items are included in the promotion, making the BearWear Trade-in the perfect opportunity to grab popular items such as centennial quarter-zip sweatshirts, t-shirts, baseball caps, and more.

About ASUCLA:

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally important student services and activities throughout the campus of the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, UCLA® brand licensing program through UCLA Trademarks & Licensing, and a network of other services and programs that includes student government and student media, which greatly enhances the quality of UCLA’s campus life. For more information about ASUCLA, please visit www.asucla.ucla.edu.

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