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## **April 6th Give. Love. Xavier Online Fundraiser Seeks 2,700 Individual Donors**

**New Orleans LA** – Xavier University of Louisiana will hold its eight annual online, social-media driven fundraising event – **Give. Love. Xavier Day – Tuesday, April 6, from 12:00 a.m. to 11:59 p.m.** The event invites alumni, friends and supporters to come together for one day to show their support for the University with financial contributions.

Participants are encouraged to post about the event via social networks (such as Instagram, Facebook, and Twitter) to spread the excitement while encouraging their friends and followers to give. Conversations are also encouraged by sharing the hashtag #GLX2021, connecting to Facebook and Instagram @XULAalumni, and visiting <http://givelove.xula.edu/donate> to donate and see real-time results.

This year's theme is "For the love of Xavier," a theme that reflects the nurturing spirit of the Xavier community. The annual fundraiser will assist Xavier University in meeting its current and most pressing needs associated with transitioning back to safe, in-person learning, improving virtual learning technology, providing need-based financial assistance for students, food security, and campus wellness and infrastructure. Donations can be made online at [givelove.xula.edu/donate](http://givelove.xula.edu/donate) , by calling (504) 520-7575 or by mailing a check to Xavier University of Louisiana, 1 Drexel Drive, Box 66, New Orleans, LA 70125. Last year, more than 2,500 donors contributed nearly \$600,000 on Give. Love. Xavier Day. The goal for this year's campaign is 2,700 donors.

"Our alumni and friends of Xavier are vital to the success and progress of our University," said Kimberly Reese '95, **Associate Vice President for Institutional Advancement at Xavier University of Louisiana.** "We are all in this together and today we ask that everyone who believes in the mission of Xavier University makes a gift that will directly impact our current students."

Since its inception, Give. Love. Xavier Day has raised more than \$3 million dollars for the University.

One key element of the day-long campaign is the use of alumni/Greek captains, student captains, and faculty/staff captains to spur interest among fellow alumni, students and friends. Additionally, all alums and friends of Xavier who make a gift of \$1,000 or more on Give. Love. Xavier Day will be recognized as a "Lifesaver" by the Office of Alumni Relations and Annual Giving in lieu of the challenge grants.

For more information about Give. Love. Xavier Day, visit <https://www.xula.edu/givelovexavier> or contact Laqrecia Jones at (504) 520-5129



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### **About Xavier University of Louisiana**

*Being America's only historically Black and Catholic University is just the first of the distinctions that have set Xavier University of Louisiana apart for more than eight decades. Despite its relatively small size (3,300 students), Xavier is a nationally recognized leader in the STEM and the health sciences, producing more African American students who graduate from medical schools each year than any other university in the United States. Its College of Pharmacy is among the top producers of African American pharmacists.*

*Its liberal arts-based programs in such areas as art, business, education, psychology, and political science – as well as such recent additions as bioinformatics, data science, neuroscience, crime and social justice, and jazz studies – offer students an unbeatable combination of traditional classroom study, hands-on research, service-learning opportunities, and life experiences. The winning Xavier formula? Provide students with a well-balanced curriculum and an environment that nurtures their intellect and feeds their souls.*

*For more information about Xavier University of Louisiana visit us online at [www.xula.edu](http://www.xula.edu) or follow us on Facebook, YouTube, or Twitter @XULA1925. To book interviews and/or to speak with our experts in the field of pharmacy, education, premed, public health, science, technology, math, business, English, communications, and the arts, contact Lance Sumler at (504) 520-5240 or [lsumler@xula.edu](mailto:lsumler@xula.edu).*