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FOR IMMEDIATE RELEASE

Xavier University of Louisiana partners with I Heart My HBCU to raise awareness for Historically Black Colleges and Universities

Atlanta, GA, and New Orleans, LA— I Heart My HBCU, the premier fundraising app supporting Historically Black Colleges and Universities (HBCU), today announces a new partnership with Xavier University of Louisiana (XULA).

“We are excited for the opportunity to partner with an institution with such a rich history and ties to the community,” said **Dominique King, Founder and President of I Heart My HBCU**. “Through our platform, we hope to create not only a donor marketplace but an online community for all Xavier University supporters.”

Through this partnership, the I Heart My HBCU app will allow Xavier students, alumni, and friends to connect on the app and raise funds supporting scholarships, academic programs, campus upgrades, endowments, and more. Officially kicking off on November 8th, the I Heart My HBCU and Xavier partnership will launch on XULA Tuesday (#XULATuesday) and include a weekly social media giveaway leading up to Giving Tuesday on November 30th. Throughout the partnership, Xavier supporters who sign up for the app will find dedicated XULA student and alumni, Divine 9, and HBCU meet-up chat rooms, in addition to one-time and recurring donation options. During the two-year partnership, Xavier and I Heart MY HBCU jointly aim to have 10,000 people join the XULA donor community; for every new donor sign-up, I Heart My HBCU will donate an additional \$1 up to \$10,000.

“We are so excited to introduce this new, close-knit, online community to our Xavierites,” said **Director of Alumni Relations & Annual Giving at Xavier, Lacreacia Jones**. “Not only does the spare change feature in the app serve as a way to reach donors and raise money for the university, but the I Heart My HBCU app is also providing a way for Xavierites to reconnect and remain connected no matter where they are in the world.”

The I Heart My HBCU platform is the first to bridge spare change technology to support all 104 HBCUs via a single mobile app. Established to preserve the rich heritage of the educational institutions and combat challenges that lead to student dropouts, accreditation losses, and closures, I Heart My HBCU is dedicated to creating an easily manageable space to provide support from everyday purchases.

“The spare change app does an amazing job of creating a space for donors who may not be able to contribute large amounts. We want to ensure that everyone understands that every donation counts, no matter how big or small-- it matters to us. Those small amounts add up and allow us to make big changes on Xavier’s campus,” said Executive Director of Advancement Services at Xavier, Kendra Tircuit. “Not only will this app prove useful for Xavierites but also friends of Xavier and those who support HBCUs. Anyone anywhere can donate spare change to any HBCU in the country.”

Spare change technology is based on the idea that donors can utilize the spare change from everyday purchases to invest, save or donate. In as little as 2-minutes, users can download the I Heart My HBCU app in iOS or Android stores and link their bank account. The I Heart My HBCU app rounds up each credit or debit card purchase to the nearest dollar and donates 80 cents for every dollar to their selected historically black institution or organization.

For more information about the I Heart My HBCU platform, visit their [website](#).

About I Heart My HBCU

I Heart My HBCU is the official spare change app dedicated to raising funds for Historical Black Colleges and Universities. Launched in 2017 by tech entrepreneur Dominique King, the I Heart my HBCU app offers users a singular platform to easily donate spare change to any of the 104 HBCU institutions and a community forum to chat, reconnect and share information. Donations made through the I Heart My HBCU app go towards scholarships, sports programs, academic programs, campus upgrades, endowments, and emergency funds. I Heart My HBCU is a 501(c)(3) non-profit.

About Xavier University of Louisiana

Being America’s only historically Black and Catholic University is only the first among many distinctions that have set Xavier University of Louisiana apart for more than nine decades. Despite its relatively small size, Xavier is a nationally recognized leader in 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 recent additions in 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 provides 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 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 Chelsea Cunningham at (504) 520-5425 or ccunnin5@xula.edu.