

## NEWS RELEASE



For Immediate Release  
March 19, 2012 | 043-12

## CONTACT

Kirstie Paterson Pedro, Communications Officer (Alumni)  
Development & Alumni Relations  
519-884-0710 ext.4651 or [kpatersonpedro@wlu.ca](mailto:kpatersonpedro@wlu.ca)

Kevin Crowley, Director, Communications & Public Affairs  
Wilfrid Laurier University  
519-884-0710 ext. 3070 or [kcrowley@wlu.ca](mailto:kcrowley@wlu.ca)

### **Tag Day demonstrates how donations impact Laurier's Waterloo campus**

WATERLOO – More than 700 purple tags will appear on Laurier's Waterloo campus March 19 to 21 to mark Laurier's second annual Tag Day. The day is intended to generate awareness about the positive impact donations and philanthropy have on Laurier and its student experience. Tag Day's student volunteers, including members of Laurier's Student Philanthropy Council, will attach purple tags to places and objects that are made possible or enhanced through donations.

"Tag Day provides a tangible sense of awareness about how donations to Laurier are used," said Andrew McCauley, a third-year Political Studies and Global Studies student and a member of the Student Philanthropy Council. "It brings attention to the real difference philanthropy can make on campus."

While not all of the items provided through donations have been tagged (it would have been hard to tag thousands of books and journals, for example), the tags represent the sheer volume of improvements realized through support from alumni, students, faculty and staff, parents and friends.

Whether it's a computer station at the library, a building filled with classrooms, new lab equipment or extra scholarships or bursaries, enhancements that are provided through donations help make the Laurier experience exceptional.

Besides raising awareness, Tag Day recognizes the people who come together to affect Laurier in a meaningful way and gives members of the Laurier community the opportunity to thank the thousands of donors who support the Laurier experience.

Tag Day is an initiative of Development & Alumni Relations' Annual Giving program and the Laurier Student Philanthropy Council.

For more information about Tag Day, please visit: [www.wlu.ca/tagday](http://www.wlu.ca/tagday).