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## **University of Lethbridge publicly launches \$100-million fundraising and engagement campaign**

Today, the University of Lethbridge publicly launches the most ambitious campaign in its 51-year history – SHINE: The Campaign for the University of Lethbridge.

Two clear goals have been set for the campaign, to raise \$100 million and to greatly increase alumni and community engagement. For U of L President and Vice-Chancellor Dr. Mike Mahon, these goals are in step with the history of the institution and the University's place in the southern Alberta community.

"This is a very bold campaign and reflective of who we are and where we originated," says Mahon. "Our community came together 51 years ago with a similarly bold and audacious plan, pushing ahead to establish a third university in Alberta and changing forever the culture and economy of southern Alberta. As we look ahead, this campaign will build upon what has already been established and push forward through groundbreaking research activities, new and progressive academic programming, community engagement initiatives and the realization of the Science and Academic Building."

To date, the campaign has raised almost \$67 million through 31,000 gifts from nearly 9,000 donors.

"We are challenging ourselves with this campaign but this is what we do here on a daily basis," says Mahon. "The U of L has far exceeded the expectations of even its founders and we are consistently one of the country's top-ranked universities and research institutions. We challenge our faculty to reach beyond in the classroom and through their research, and we challenge our students to do the same. This campaign is symbolic of a university that is not shy of punching above its weight."

Chancellor Janice Varzari (BN '90, MEd '02) credits the relationship the University has with the southern Alberta community for making this campaign possible.

"For us to be able to go public with almost \$67 million raised speaks to the support we receive from local government, local business and industry and of course, local citizens,"

she says. "It is a relationship built on commitment and a trust that we will deliver on what we have articulated as aspirations."

A large aspect of the campaign involves the U of L's more than 43,000 alumni and the continuing goal of enhancing their engagement with the University.

"Alumni have played an important role in shaping the University and will continue to be important players as we move forward," says University of Lethbridge Alumni Association President Michael Gabriel (BA '04). "It's important we come together and strengthen our community today and for decades to come."

Gabriel says the campaign goal is to reach 20,000 engaged alumni.

"There are multiple ways to get involved, including making a gift, attending a U of L event, volunteering or mentoring, or simply staying connected and sharing your story," he says. "An engaged alumni community translates to a stronger social and professional network for all U of L graduates."

To learn more about SHINE: The Campaign for the University of Lethbridge, and to view the campaign video, visit: [shine.ulethbridge.ca](http://shine.ulethbridge.ca).

To view online: <http://www.uleth.ca/unews/article/university-lethbridge-publicly-launches-100-million-fundraising-and-engagement-campaign>

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Contact:

Trevor Kenney, News & Information Manager  
403-329-2710  
403-360-7639 (cell)  
[trevor.kenney@uleth.ca](mailto:trevor.kenney@uleth.ca)

Mike Mahon, President and Vice-Chancellor  
403-329-2201  
[mike.mahon@uleth.ca](mailto:mike.mahon@uleth.ca)