



MEDIA RELEASE

FOR IMMEDIATE RELEASE
March 7, 2014

ASI's 'Recharge' Marketing Campaign Launches At Rec Fest

Contact:

Kimberly Duenas
Communications and Social
Media Coordinator
Gas Creative Group
(909) 869-4237 voice
(909) 869-3077 fax
kmduenas@csupomona.edu

POMONA, Calif. — March 7, 2014 — Associated Students Incorporated (ASI) launches the anticipated Bronco Recreation and Intramural Complex (BRIC) marketing campaign with the tag line, “How Will You Recharge?” The campaign is geared toward informing students of the many programs and services offered at the BRIC, which will aid in reviving the energy students need to achieve and sustain academic success.

“The BRIC was designed to appeal to the diverse needs of the campus community which includes: a 51' vertical climbing wall and bouldering zone, five beautiful fitness studios, a stunning outdoor pool with dedicated lap lanes and leisure areas, a half dozen activity courts including three standard courts, an enclosed multi-activity court with rounded corners and two racquetball courts, state-of-the-art cardio and strength equipment and an indoor track with incredible views of campus and the surrounding area. But that is not all. ASI's Campus Recreation will provide countless programs and services for students, faculty, staff, alumni and their guests to recharge,” ASI Director of Recreation Krista Smith said.

In January 2014, ASI hosted the week long BRIC Slogan Contest, a social media effort to involve the campus community in the campaign “brainstorming process,” which requested participating students to submit their ideal slogan for the BRIC. The grand prize winner received an iPad Mini, three months free membership to the Bronco Fitness Center (BFC) and a swag bag. The contest resulted in over 200 entries submitted through Facebook, Twitter, Instagram and email. Each entry was carefully reviewed and used as inspiration for the ‘Recharge’ campaign.

“We received responses from our students that spoke to making time for fitness and fun. And then the word ‘recharge’ came to mind,” said Kimberly Duenas, ASI communications and social media coordinator. “A key component to keeping up with all of the responsibilities of being a student is

cc: Christine Hall
Cora Culla

making sure the student is physically and mentally charged. It's about making time in your busy schedule to get that moment of satisfaction, whether that means taking a dip in the pool, or going for a run with a view. Let's face it; we can't have our students running on zero battery power. At some point, they need to recharge and they can do so at the BRIC."

The first phase of the 'Recharge' campaign launches today at Rec Fest, a recreation festival celebrating healthy living, hosted by ASI's Campus Recreation (in partnership with First Friday and the Student Health Services and Wellness Center) from 4-11 p.m. at the Bronco Commons. Attendees can expect to see various 'Recharge' giveaways and a new BRIC display where Campus Recreation staff will be providing information about ways students can "recharge" once the BRIC opens in fall 2014.

While the campaign will be visually present on campus, ASI expects this campaign to have a strong presence online through social media. "2014 will mark the year for ASI and its efforts toward student outreach through social media. Contests, videos and hashtags are only the beginning. We have big plans for our future as an organization and it starts with the 'Recharge' campaign," Duenas said. She adds that by using the official campaign hashtag (#RECHARGE), ASI is striving to engage students in conversation online about the many ways they can take advantage of the programs and services held at the BRIC that will contribute to their success as students overall.

"This campaign will be different from anything ASI has ever done before. It focuses on inclusivity and the preparation of our students for a facility that will transform the meaning of 'campus life' at Cal Poly Pomona forever," ASI Executive Director Cora Culla said.

ASI is expected to launch the second phase of the 'Recharge' campaign in fall 2014.

ASI is a non-profit corporation that provides facilities, programs and services to students as well as student representation at the campus level and the California State University system-wide level. ASI is comprised of student leaders, student staff and professional staff. A majority of ASI programs and services are run by students and guided by full-time staff, fulfilling the motto of "students serving students."

For more information about ASI, visit asi.csupomona.edu. For more information about the BRIC, visit asi.csupomona.edu/bric.

###