



## MEDIA RELEASE

### 28<sup>TH</sup> ANNUAL HOT DOG CAPER

**FOR IMMEDIATE RELEASE**  
**September 22, 2011**

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**POMONA, Calif. — September 22, 2011** — On Tuesday, September 27, 2011, Cal Poly Pomona welcomes the university community back to campus with a much beloved tradition, the annual Hot Dog Caper. Students, faculty and staff gather together at this annual event in University Park to enjoy a free lunch of hot dogs, chips, ice cream and Pepsi products. This event also includes music by DJ Papa Burgundy, games and fun activities – all promoting Bronco spirit.

Commander Chuck Street, whose voice is heard from the sky on local radio station KIIS-FM, will descend from the sky, landing his Pepsi helicopter on the grass next to Union Plaza, kicking off the event at 11:30 a.m. Cal Poly Pomona Children's Center staff, parents and students make a special field trip to University Park each year, because the children love to see the helicopter land.

This year's Hot Dog Caper logo reflects the rich agricultural heritage of the beautiful rolling landscape upon which Cal Poly Pomona now sits.

This event is made possible through the partnership of Cal Poly Pomona Foundation, Inc., Associated Students, Inc. (ASI), The Pepsi Bottling Group, AT&T, First Class Vending, and Facilities Planning & Management.

A team of nearly 500 people, including administrators, staff and athletes outfitted in Hot Dog Caper logo t-shirts, volunteer their time to distribute over 14,000 hot dogs during the event.

For more information on this event, or to volunteer, please contact Laura Orozco at 909-869-2912 or via email: [lauraorozco@csupomona.edu](mailto:lauraorozco@csupomona.edu).

cc: Johnathan Jianu  
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Photos available upon request