

# QUAA 175<sup>th</sup> BIRTHDAY INITIATIVES

## 175<sup>th</sup> BEST BIRTHDAY WISHES

- In support of Queen's 175<sup>th</sup> anniversary (April 2016 – May 2017), the Queen's University Alumni Association (QUAA) Board is inviting the global Queen's community to **join the celebration**
- Alumni and students will be encouraged to post selfies and videos on social media, **using the hashtags #queensu and #queensu175**, wishing Happy Birthday to Queen's University!
- Participants also can send wishes through **email** and **snail-mail**
- **During Homecoming weekend**, attendees will have the opportunity at **Meet & Greet** to wish Queen's a Happy Birthday
- The "Queen's 175<sup>th</sup> Best Birthday Wishes" Committee will **collect and compile** submissions received from April 2016 to May 2017
- Featured in **online communications** and at **select alumni events throughout Queen's 175<sup>th</sup> year**, these "best birthday wishes" will help foster a **strong sense of community** and **generate excitement and support** for this iconic milestone in Queen's history



## ALUMNI CONNECTIONS

- Alumni are encouraged to **submit** their own unique "Best Birthday Wishes" in **whatever medium inspires them**—a brief note, poem, song, video or even a piece of art
- Alumni are also encouraged to share the "175<sup>th</sup> Best Birthday Wishes" project with their networks **to increase participation**

## PARTNERS IN PLANNING

- **QUAA Board members, especially:**
  - George Jackson (President)
  - Filza Naveed (Director, Alumni Marketing & Communications)
  - Sue Bates (EVP, Volunteer Recruitment & Recognition)
  - Stacy Kelly (Director, Global Branch Network)
- **Queen's Advancement staff members, especially:**
  - Maryanne Wainman (Volunteer Relations & Reunions)
  - Michael Onesi and Michael Beleza (Alumni Marketing & Communications)
  - Nikki Remillard (Alumni Relations)



QUEEN'S UNIVERSITY  
ALUMNI ASSOCIATION

## GET IN TOUCH!

- Email: [QUAA.Board@queensu.ca](mailto:QUAA.Board@queensu.ca) or [alumni@queensu.ca](mailto:alumni@queensu.ca)
- Website: [queensu.ca/alumni/get-involved/quaa/get-involved](http://queensu.ca/alumni/get-involved/quaa/get-involved)
- Twitter: [@queensualumni](https://twitter.com/queensualumni)
- Facebook: [/queensualumni](https://www.facebook.com/queensualumni)
- Instagram: [@queensu\\_alumni](https://www.instagram.com/queensu_alumni)
- Hashtags: [#queensu](https://www.instagram.com/queensu) and [#queensu175](https://www.instagram.com/queensu175)

## GLOBAL OIL THIGH

### Part 1: Global Oil Thigh Video

- Communicate to groups of people in the broader Queen's community (Alumni branches, exchange students, etc.) and encourage them to video themselves doing an *Oil Thigh*
- Edit submissions into a "Global Oil Thigh" short video which will debut at Homecoming 2016 and will be used in Queen's marketing afterwards

### Part 2: A Live Global Oil Thigh

- Launch a collective and coordinated *Oil Thigh* just before the kick-off for the Homecoming game at 1:00pm EST on October 15<sup>th</sup>, sung and danced by alumni everywhere (Branch viewing parties, on main campus, west campus, BISC, groups of Bands alumni, etc.)

### Part 3: Branch-wide 175<sup>th</sup> Celebrations

- Facilitate Branch-wide coordinated events to mark Queen's 175<sup>th</sup> anniversary (ideally during the weekend of October 15-16, as the 16<sup>th</sup> is Queen's birthday)



## ALUMNI CONNECTIONS

- The Committee hopes that **alumni around the world** will be inspired to be a part of the *Global Oil Thigh*
- Alumni are also encouraged to contact the **Branch** operating in their local area, or other **Queen's affinity groups** that they're a part of and find out how their group can participate

**2016 Alumni  
Volunteer Summit**  
featuring the QUAA Alumni Awards Gala

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