

SPOTLIGHT

The University of Alabama Campaign Launch & Reception

On a warm evening in September, a day ahead of tailgate and pageantry and Crimson Tide Football, The University of Alabama's friends and alumni joined together in Coleman Coliseum to celebrate the heritage of the University and the people whose world-changing impact began in Tuscaloosa.

Attendees heard the stories of remarkable students, impassioned donors, researchers athletes and professors, each weaving together the common thread of The Rising Tide.

The format was untraditional for this audience and it surprised, delighted and inspired them, creating energized momentum for the campaign.

