

# CELEBRATING MILESTONES

**LEVEL**<sup>5</sup>  
**EVENTS**  
BY THE EXPO GROUP



For its 200th birthday, The George Washington University (GW) celebrated with an unforgettable bash! This event carried a lot of weight; the bash was the only in-person event celebrating the bicentennial and the first all-community event on campus in two years.

A spectacular light display filling up the sky signified to all of Washington, D.C. that GW's Foggy Bottom campus was the place to be. The oversold Bicentennial Bash closed off Kogan Plaza for an evening of surprise and delight, activating the campus in unexpected ways. Dozens of Engagement Zones peppered the plaza, including light-up games and large-scale selfie stations that looked like D.C. monuments. VIP speakers announced a new scholarship initiative and aerial dancers delivered a gravity-defying performance.



Combining the Bicentennial Bash and the Monumental Alumni Gala into a Centuries Celebration Weekend was one of GW's most ambitious experiences to date. Multiple days, multiple venues, varying tones and tenors. The entire weekend connected the university's past, present, and future. GW boldly launched its third century with the Bicentennial Bash – an exclamation point of a weekend celebrating 200 years of only-at-GW moments.

