



JOHNSON & WALES
UNIVERSITY

CHARLOTTE CAMPUS

MEDIA ADVISORY

College of Business (CoB) marketing students help create birthday fun for area homeless children

WHO: Johnson & Wales University
College of Business students

WHEN: Monday, May 17
5:30 – 7 p.m.

WHERE: Student Dining Center
725 W. 4th St.
(Parking available in the lot adjacent to the Panther's practice field. Entrance off 4th street, next to Panthers media lot entrance.)

DETAILS:

- The freshmen Principles of Marketing students are hosting a birthday party for residents of the Charlotte Emergency Housing shelter. The co-hosts are the volunteers from Birthday Blessings <http://www.birthdayblessings.org/>.
- There will be 40 guests, including children ranging from infants to 18 years old, and their parents. Those children whose birthdays fall in the month of May will be honored with gifts and all guests will be served dinner and play games.
- The families will enjoy dinner in the Student Dining Center, the JWU student cafeteria.
- The freshmen College of Business students have been learning the importance of marketing to the business firm, our world economy and global culture. In this particular course, an emphasis is placed on marketing strategy, image and branding and promotion. JWU students understand the needs of the community and chose to help this worthy cause.

Johnson & Wales University (JWU), founded in 1914, is a nonprofit, private institution. A recognized leader in career education, we offer accredited degrees in business, hospitality, culinary arts, technology and education to

more than 16,000 graduate and undergraduate students, representing all 50 states and 98 counties. By integrating academics and professional skills, related work experiences, leadership opportunities and career services, JWU prepares driven students who are seeking a competitive advantage in the global economy. Our 80,000 alumni from 140 countries pursue careers around the world. The university is committed to urban revitalization and thoughtful historic renovation. Through active civic participation and unique learning opportunities, JWU improves the quality of life in its campus communities in Providence, R.I.; North Miami, Fla.; Denver, Colo.; and Charlotte, N.C.

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