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Changing Lives

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A new national television commercial shows how University of Dayton students are using their know-how and community-building skills to change themselves — and make a difference in the lives of others around the globe.

The spot will air on ESPN, CBS College Sports, FOX Sports Ohio and WHIO-TV during the Dayton Flyers basketball season. It was produced by the University of Dayton's communications and marketing staff in conjunction with Mind Over Media, a multimedia communications firm in Pittsburgh.

"I think the spot is powerful because we featured a great breadth of students who actually participated in helping to address the global issues," said Jamie Holleran, senior producer. "I think they conveyed not only a sense of sincerity but also a sense of pride. The pride each one of them exuded was really inspiring."

This summer, more than two dozen University of Dayton students traveled to 11 countries to engineer sustainable products and technologies, such as water systems and solar cookers. It's all part of the ETHOS (Engineers for Technical Humanitarian Opportunities for Service) program on campus.

The commercial will receive significant exposure around the nation. In all, a record 27 Dayton Flyers men's basketball games are being televised this season.

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