

8-18-1999

Media Advisory: News conference to announce sesquicentennial plans

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Recommended Citation

"Media Advisory: News conference to announce sesquicentennial plans" (1999). *News Releases*. 8541.
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MEDIA ADVISORY

The University of Dayton began with an act of faith — and no cash — nearly 150 years ago. In the middle of a cholera epidemic, Father Leo Meyer gave landowner John Stuart a medal of St. Joseph and a promise of \$12,000 at 6 percent interest in return for Dewberry Farm — 125 acres of vineyards, orchards, a mansion and various farm buildings.

On July 1, 1850, St. Mary's School for Boys, a frame building that not long before had housed farm hands, opened its doors to 14 primary students from Dayton. From a private boarding school for boys carved out of fertile farmland 150 years ago, the University of Dayton has grown into one of the largest Catholic universities in the nation.

In front of the Immaculate Conception Chapel on UD's campus at 10 a.m. on Wednesday, Aug. 25, UD officials will share plans for its sesquicentennial celebration, introduce a new logo and kick off a publicity campaign that includes billboards, banners and bus ads with the slogan, "A Community Partner. A National Leader." Also on tap for the media: take-home samples of UD's sesquicentennial ice cream concocted by Young's Jersey Dairy.

- WHAT:** News conference to announce sesquicentennial plans
- WHEN:** 10 a.m., Wednesday, Aug. 25
- WHERE:** Front of Immaculate Conception Chapel on campus
- WHY:** Announce sesquicentennial celebration plans
- WHO:** Bro. Raymond L. Fitz, S.M., president, and Kenneth Kuntz, chair of the sesquicentennial celebration committee, will offer remarks