

Loyal
Blues Day
March 12

loyal
→ BLUES

Dear Jennifer,

Thank you for being Loyal Blue **##LOYAL_BLUES_LEVEL##**! Today is Loyal Blues Day, a day devoted to celebrating your generosity to the University at Buffalo.

We are especially grateful that you chose to support UB and the *Boldly Buffalo* campaign despite the challenges of the last year. Gifts to scholarship, research, and emergency funds—among others—helped our university community when we needed it most. Every gift, every dollar, adds up to a big impact.

We hope you will celebrate with us virtually today! Here are some fun ways to participate:

Need a break?

Take a minute to play our all new online Loyal Blues Layup basketball game. We'll be looking for you on the leader board!

PLAY NOW!



Want to show the world that you're a Loyal Blue?

[Download a Zoom background](#) and check out our new [Facebook frame](#).

Let them hear your UB pride wherever you go with a [UB cowbell ringtone](#).

Enjoy, and thank you again for being a Loyal Blue!

Sincerely,

Rodney Grabowski
Vice President for University Advancement

**BOLDLY
BUFFALO**
THE CAMPAIGN FOR UB

Our Place. Our Way. Our Future.

Together, we're showing the world what a force the UB community is when we come together for our students, our faculty and our world.

LEARN MORE