



COLORADO COLLEGE

Office of Communications

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For Immediate Release

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CC Alumni Challenge: \$75,000 if 750 Alumni Give on Dec. 9

Challenge Aims to Top Last Year's Successful \$50,000 Goal

COLORADO SPRINGS, Colo. – Dec. 5, 2016 – Colorado College announced today that two anonymous alumni donors will match alumni gifts, up to \$75,000, if 750 alumni make a gift during a 24-hour period on Friday, Dec. 9, the last day of CC's third annual Giving Week. The challenge was issued in response to last year's "500 for \$50,000" effort, which concluded successfully with 607 Colorado College alumni making a gift on Dec. 3.

"The donors who are making this challenge possible, and the alumni who participate, are committed to the college's mission of providing the finest liberal arts education. CC truly does educate the leaders of the future who make a difference in the world. I see that truth every time I meet with our alumni," said Colorado College President Jill Tiefenthaler. "We are grateful for the donors, and for our alumni, who challenge each other to engage with the college on behalf of today's students. Their generosity can, and does, empower others."

Colorado College's Giving Week, which runs Dec. 5-9, invites members of the CC community to participate by making a gift and joining online and social media conversations about philanthropy. During Giving Week, the college also recognizes the roles donors play at CC and educates students about the importance of giving back.

"Last year, a record-breaking 1,893 donors participated during Giving Week and 607 alumni shattered our participation goal for the one-day challenge, unlocking a \$50,000 gift," said Kerry Brooke Steere, director of annual giving for Colorado College. "I'm particularly excited this year because we have two alumni donors who recognize the extraordinary potential of our alumni by challenging them — and the college — to do even more by securing 750 alumni gifts on Dec. 9 for \$75,000."

In addition to the more than 1,000 alumni who participated in Giving Week last year, 484 parents made a gift and 406 friends of the college participated. Steere said she believes the total number of alumni, parents and friends who make a gift this year will increase.



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For more information about Colorado College Giving Week, the Dec. 9 “750 for \$75,000” alumni challenge and reports on fundraising progress, visit coloradocollege.edu/feedthetiger.

About Colorado College

Colorado College is a nationally prominent, four-year liberal arts college that was founded in Colorado Springs in 1874. The college operates on the innovative Block Plan, in which its approximately 2,000 undergraduate students study one course at a time in intensive 3½-week segments. The college also offers a master of arts in teaching degree. For more information, visit www.ColoradoCollege.edu.