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Targeted News Service

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Aggies to Bleed Blue for College Colors Day

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Utah State University issued the following news release:

Utah State University President Stan L. Albrecht has pronounced Sept. 3 and 4 as USU College Color Days and encourages all students, faculty, staff, alumni and friends to wear Aggie blue apparel that bears the university's name.

"USU is respected for its high-quality academics and wonderful social opportunities in a welcoming and beautiful environment," Albrecht said. "We have much to be proud of at Utah State University. It is part of our identity that makes us Aggies. It is a unique awareness that deserves to be celebrated."

The two-day celebration is sponsored by the Hurd, USU's spirit club for all athletics. With more than 1,000 members, it is currently the largest Aggie student club at Utah State.

Those showing their pride by wearing Aggie gear will join thousands across the country participating in College Colors Day on Sept. 4. Utah State University, in honor of its football outing against the University of Utah the day before, is extending the celebration over the two-day period beginning Sept. 3. Kickoff for the USU vs. U of U game is 7 p.m. in the Rice-Eccles Stadium.

USU's new Football Head Coach Gary Andersen encourages everyone to catch the Aggie spirit by proudly wearing their school colors.

"At Utah State, we're extremely proud of our true, Aggie Blue and Fighting White," Andersen said. "College Colors Day lets us show our support and pride as Utah State Aggies. The Hurd is the perfect example of the passion of Aggie Athletics, and we hope their passion can spread to all Aggie fans, throughout Cache Valley and around the country. We encourage fans everywhere to support Utah State by wearing true Aggie apparel in their schools and workplaces on College Colors Day."

Colors Day, in partnership with NCAA football, is an annual celebration dedicated to promoting the traditions and spirit that embody the college experience by encouraging fans across America to wear their favorite college or university apparel.

Additionally, College Colors Day, which coincides with students returning to school, advocates higher education through increased public awareness and celebrates the achievements of colleges and universities, acknowledging their fundamental importance.

Several national happenings in support of College Colors Day include a partnership with Grammy Award-winning country music duo, Sugarland; radio spots featuring Chris Fowler, host of the Emmy Award-winning show ESPN College Game Day; and College Colors Day television spots that will run nationally on sports and news networks the week leading up to College Colors Day. This includes the ESPN networks, CNN, Fox News, and more.

The USU Bookstore will offer a 10 percent discount on purchases made Sept. 4 for those wearing Aggie gear. In addition, the Bookstore will randomly award students and businesses downtown with \$25 gift cards for getting "caught" wearing Aggie apparel. Any groups are welcome that would like to join this effort, said Celestyn Hollingshead, USU Bookstore marketing coordinator.

More information is available online (www.collegecolorsday.com) and on Facebook.