



PRAIRIE VIEW
A&M UNIVERSITY

PVAMU LAUNCHES MARKETING CAMPAIGN TO HIGHLIGHT EXCELLENCE IN HIGHER EDUCATION

PRAIRIE VIEW, Texas (June 7, 2023) – Prairie View A&M University, the second oldest public institution of higher learning in Texas, proudly announces the launch of its new marketing campaign, *Excellence Lives Here*. With a focus on PVAMU's rich history, academic programs, transformative student experiences, groundbreaking research, inspiring faculty, and notable alumni, the campaign aims to increase awareness and public perception of the university.

As PVAMU approaches its sesquicentennial year, the campaign captures the essence of excellence that has permeated the campus since its humble beginnings in 1876. The initiative will roll out in two phases, beginning in June. It will encompass various marketing channels, including the university's homepage, billboards, radio and broadcast advertisements, brand experiences, and targeted digital advertising.

Candace Johnson '02 '05, executive director of PVAMU Marketing and Communications and lead of the new campaign, expressed excitement about the initiative: "There are a lot of big things happening here on 'The Hill'! We are welcoming our new president, Dr. Tomikia LeGrande, expanding our academic offerings, and witnessing our students' continuous achievements. This campaign encapsulates the definition of excellence and reflects the significant moments in our university's history."

With an entire year of preparation, Johnson and her team are eager to unveil the campaign and share the captivating stories of the PVAMU community.

For more information about PVAMU's new marketing campaign, visit pvamu.edu/marcomm/excellenceliveshere.

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PRAIRIE VIEW A&M UNIVERSITY, founded in 1876, is the second oldest public institution of higher education in the state of Texas and the third largest Historically Black College/University (HBCU) in the nation. Designated as an "institution of the first class" in the Texas Constitution, the enrollment exceeds 9,000 students and over 80,000 graduates. PVAMU offers academic programs through its seven colleges, Undergraduate Studies and School of Architecture, boasting degree options leading to bachelor's to doctoral-level degrees. A Carnegie-classified high-research (R2) University and a member of The Texas A&M University System, PVAMU is dedicated to fulfilling its land-grant mission of achieving excellence in teaching, research and service. For more information, visit www.pvamu.edu.

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