



ORANGE & BLACK DAY

A GLOBAL PRINCETON BIRTHDAY CELEBRATION

October 22, 2024



ORANGE & BLACK DAY: *TAKING ROOT AS A NEW PRINCETON TRADITION*

- Celebrates the anniversary of Princeton receiving its charter on October 22, 1746
- Launched in 2021 with the purpose of bringing alumni together during the pandemic
- Expanded in subsequent years to include robust on-campus activities and global in-person celebrations
- University resources include kudo board, promo videos, social media tools, virtual & physical party packs and grants for in-person gatherings
- With “engagement” as one of the pillars of the Venture Forward campaign, Orange & Black Day opens new pathways for alumni to celebrate their bonds with each other and the University



ORANGE & BLACK DAY 2024: *BY THE NUMBERS*

- 2024 marked Princeton's **278th** birthday
- Alumni volunteers led a total of **85** events across the globe
- **Hundreds** of alumni and friends shared photos on social media & the kudoboard
- **41** (unique) regional associations around the world hosted events
- Events held in **27** states (plus DC & Puerto Rico) and **8** countries
- **55** financial assistance grants awarded
- **18** (unique) classes hosted local events
- The most popular event venue was the **outdoors (park, beach, backyard, brewery)**
- **Endless** Tiger spirit





THE MANY WAYS THE ALUMNI COUNCIL CHAMPIONED ORANGE & BLACK DAY



Financial assistance grants



Free party packs with *upgraded swag*



Tiger spirit



Promo video "kicking off" festivities (and post event sizzle video!)



Virtual party packs

The Tiger

Ryan Ruskin '90
Vice Chair, Alumni Council

Monica Moore Thompson '89
Chair, Alumni Council

A TOTAL OF 101 PARTY PACKS WERE REQUESTED ACROSS ALL ALUMNI GROUPS

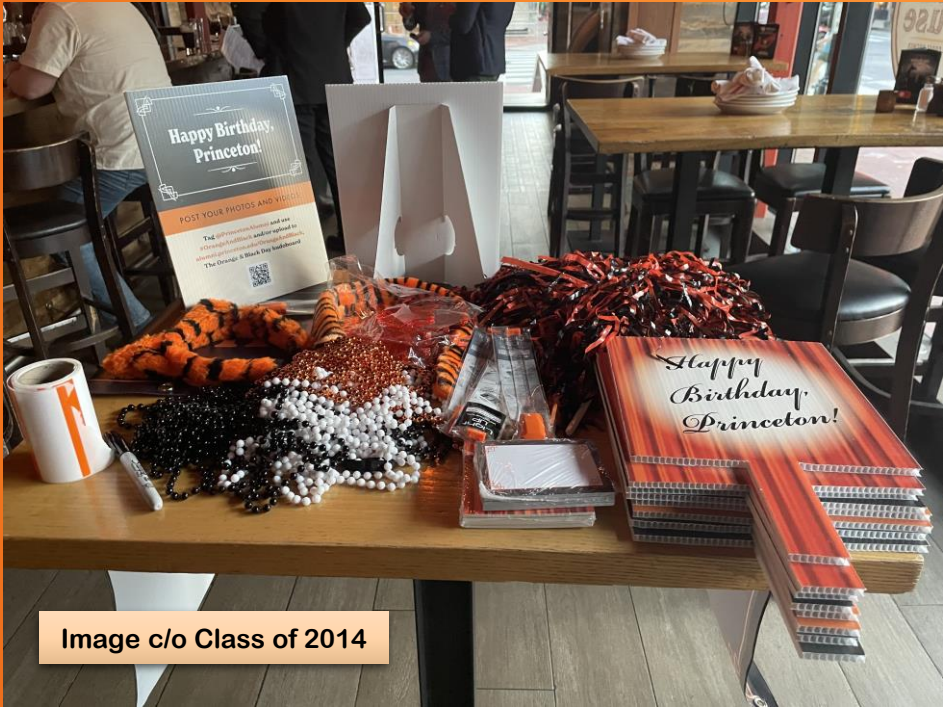
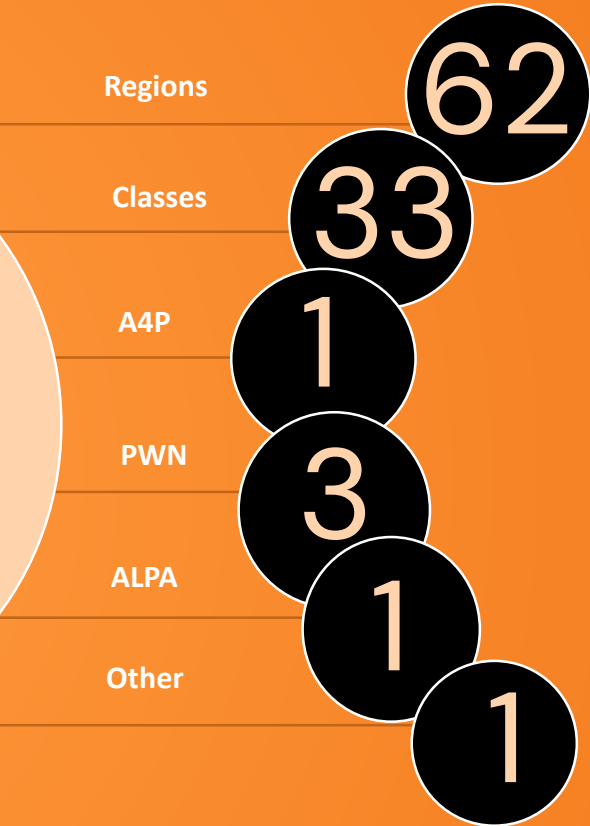
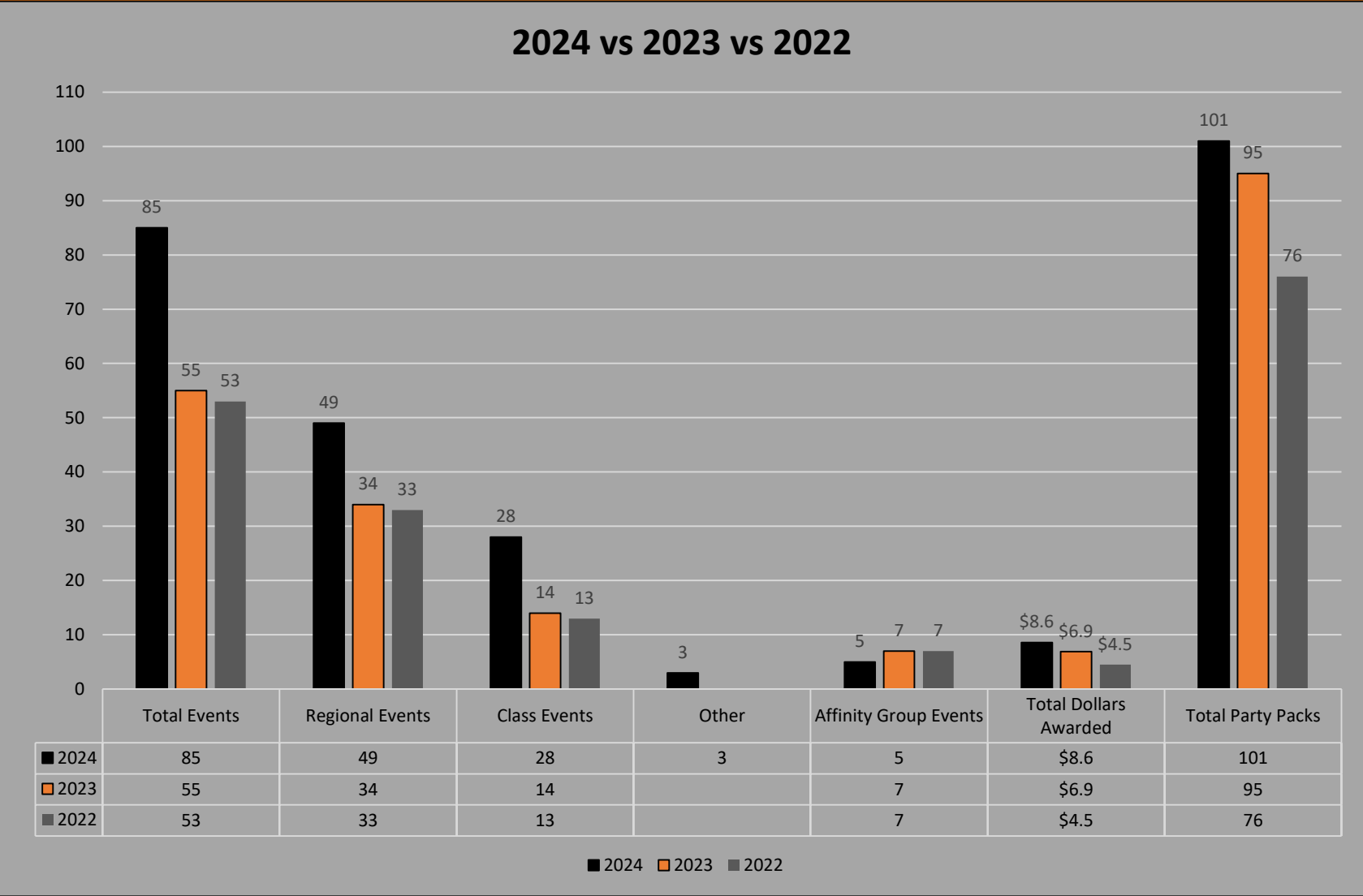


Image c/o Class of 2014



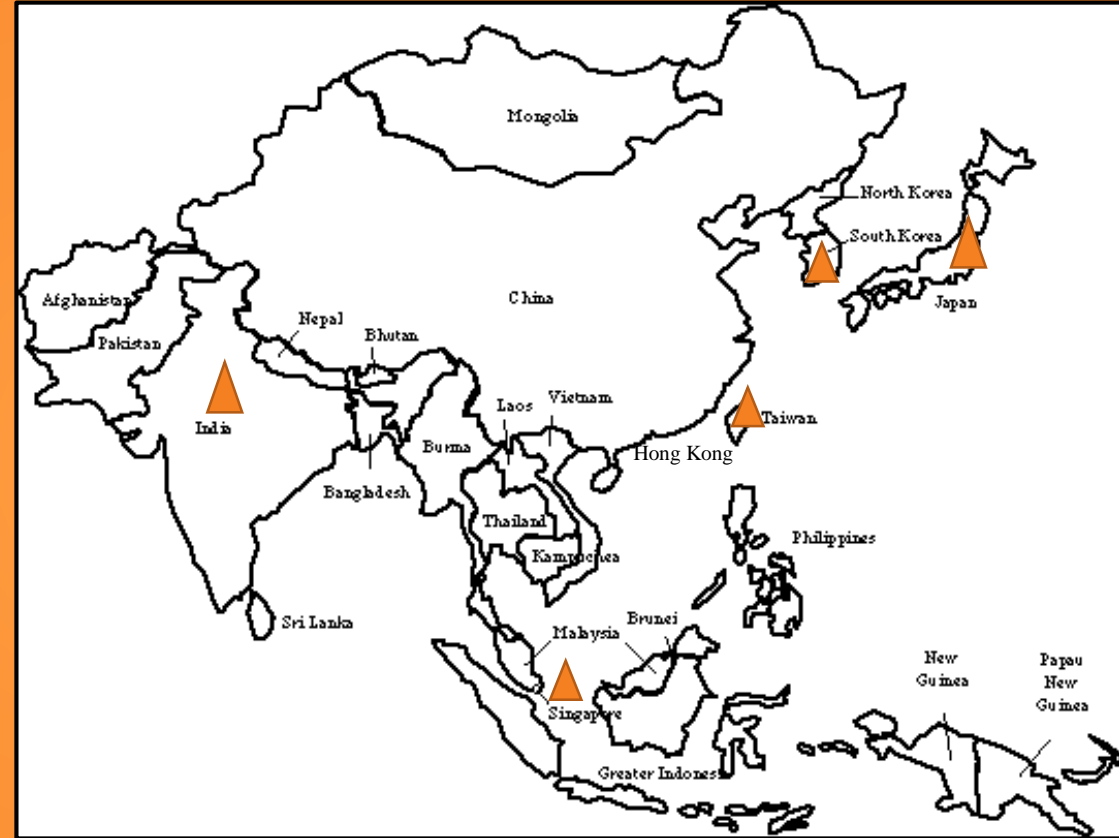
IN 2024, A RECORD NUMBER OF IN-PERSON CELEBRATIONS TOOK PLACE ACROSS THE GLOBE



27 STATES ACROSS THE U.S. HOSTED ORANGE & BLACK DAY CELEBRATIONS (PLUS DC & PUERTO RICO)



INCLUDING THE U.S., 8 COUNTRIES HOSTED ORANGE & BLACK DAY CELEBRATIONS



18 GREAT CLASSES HOSTED ORANGE & BLACK DAY CELEBRATIONS

1982

2023

2021 

1983

2022

2019 

1985

2018 

1986

2016

1987

2014 

1995

Image c/o Class of 2021

2012

1997

1999 

2008 

2002



Indicates more than one event



1,200+

ALUMNI, GUESTS, AND
FRIENDS PARTICIPATED IN A
LOCAL IN-PERSON EVENT



Image c/o 1995

55 FINANCAL ASSISTANCE GRANTS AWARDED TOTALING \$8.7K IN FUNDING

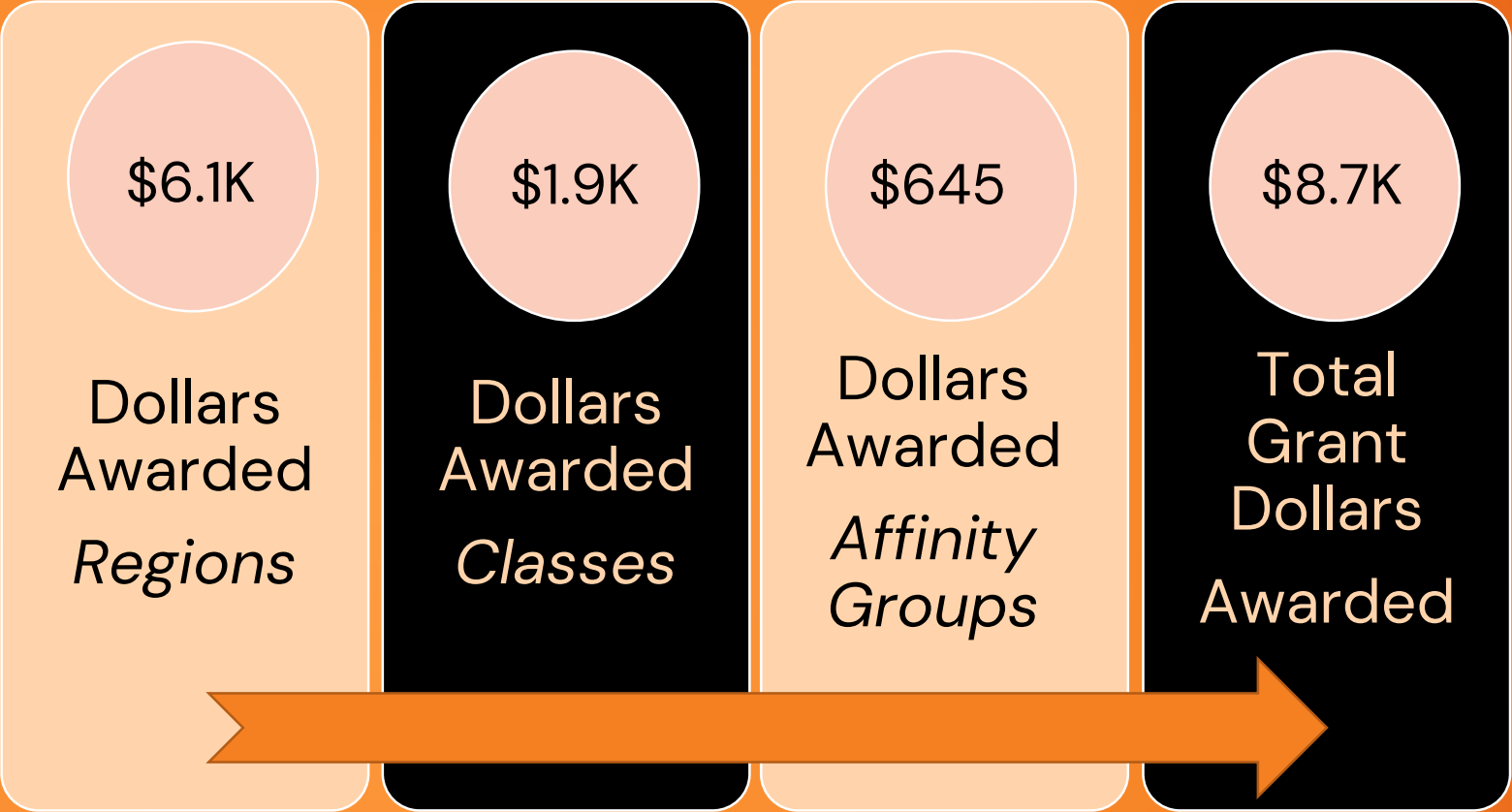




Image c/o PC Puerto Rico



Image c/o PC India (Mumbai)



Image c/o PAA France





Image c/o of PC Hawaii



Image c/o Carolina Triangle PC





Image c/o PAA of Essex
& Hudson Counties



Image c/o PAA of CNY





Image c/o PAA Maine



Image c/o PAA Rhode Island





Image c/o Class of 2016



Image c/o Class of 2019



Image c/o Class of 1999



Image c/o Class of 1982 & 1983



Image c/o Class of 1952



Image c/o ALPA Washington DC Area



Image c/o A4P New York City



Image c/o PWN of Northern California



Image c/o A4P Princeton



THREE CHEERS TO THE **8** regional associations NEW to Orange & Black Day in 2024!

Image c/o PC Oklahoma City



Image c/o PA Western Massachusetts



Image c/o PC Georgia



Image c/o PC Michigan



Image c/o PC New Mexico



Image c/o PC Southwest Florida



Regional Association Event Host Testimonials

"We greatly appreciate your entire team's assistance in making our Orange and Black Day celebration in Southwest Florida a great success."

PC Southwest Florida

"Thank you again for the party pack and for the funding! We were able to get cupcakes, goldfish crackers, juice, and water for our event that hosted 24 alums, plus 15 spouses, plus 38 kids, for a total of 77 attendees!"

PAA Essex and Hudson Counties

"We had a fantastic Oklahoma-style barbecue dinner to celebrate Orange & Black Day for the PC of Oklahoma City! 22 people attended what was the first official alumni event for our club in at least a decade. Thanks again for all your support in helping us produce this event!"

PC Oklahoma City

"It's great to have the Princeton support, and the Orange and Black Party pack was just simply amazing!"

PC Korea



Save The Date!

(Pro tip! Add Orange & Black Day to your community's annual calendar of events. The date never changes!)

Orange & Black Day
Wednesday,
October 22, 2025



Image c/o PC Austin