

ORANGE & BLACK DAY

A GLOBAL PRINCETON BIRTHDAY CELEBRATION
OCTOBER 22

FY2024 Report for Classes



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
- **18** (unique) **classes** hosted local events
- **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
- 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!)



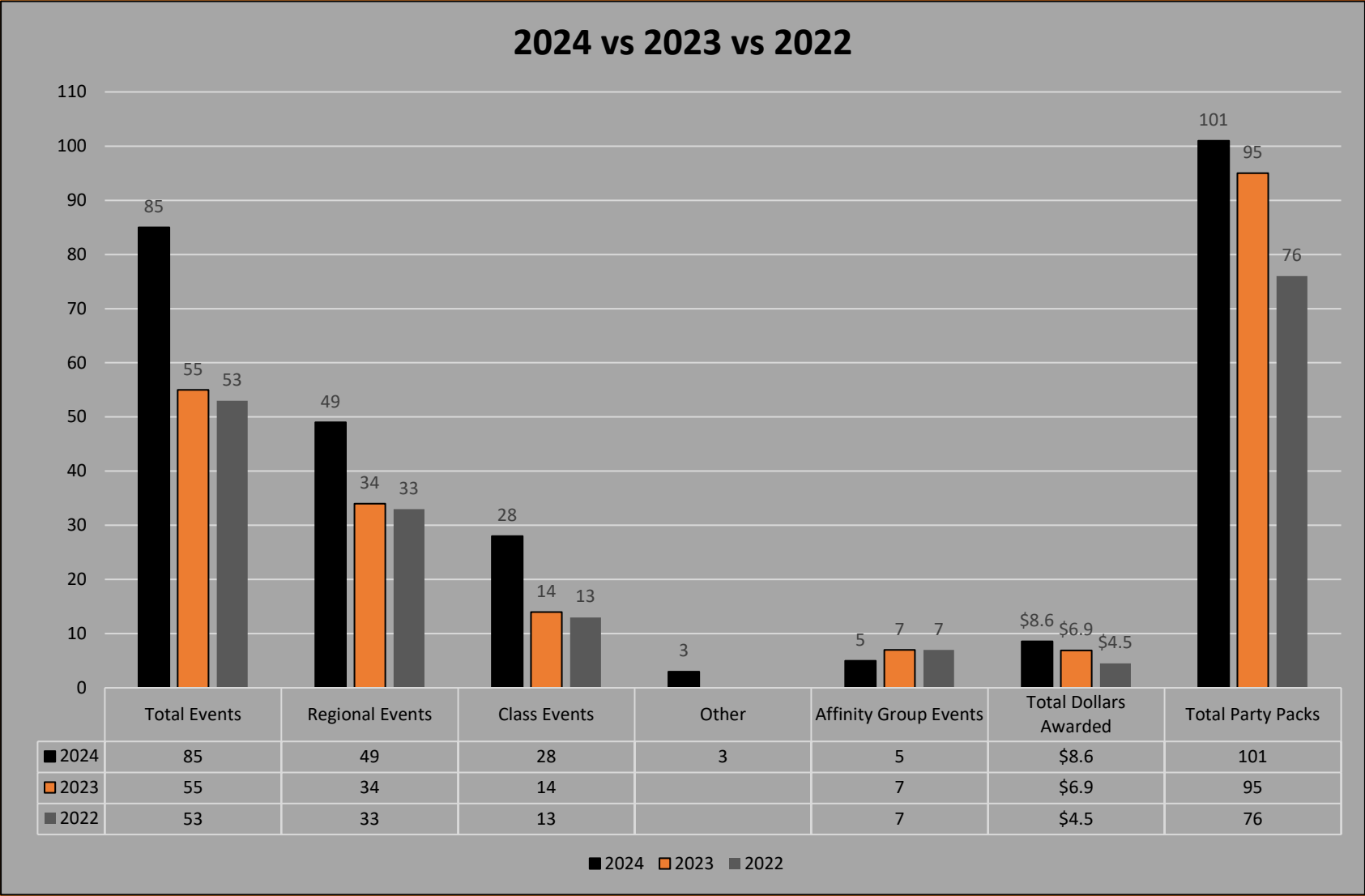
Virtual party packs

The Tiger

Ryan Ruskin '90
Vice Chair, Alumni Council

Monica Moore Thompson '89
Chair, Alumni Council

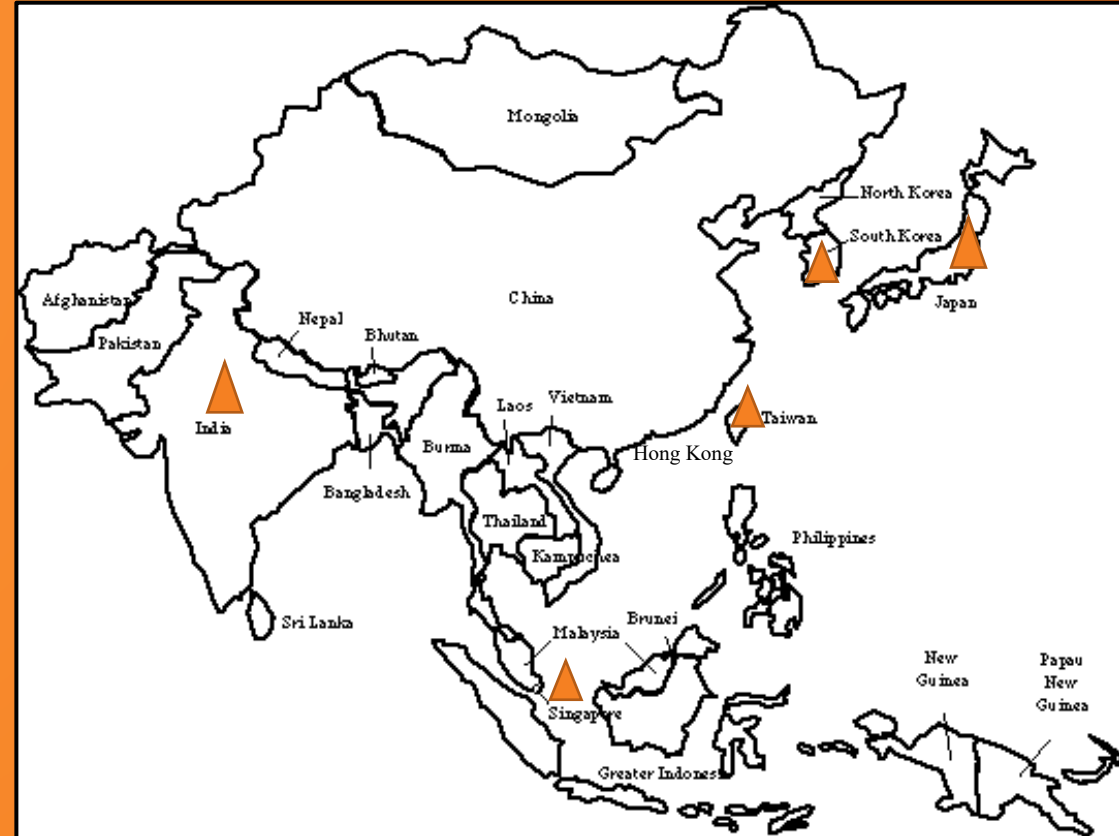
IN 2024, A RECORD NUMBER OF IN-PERSON CELEBRATIONS TOOK PLACE ACROSS THE GLOBE



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



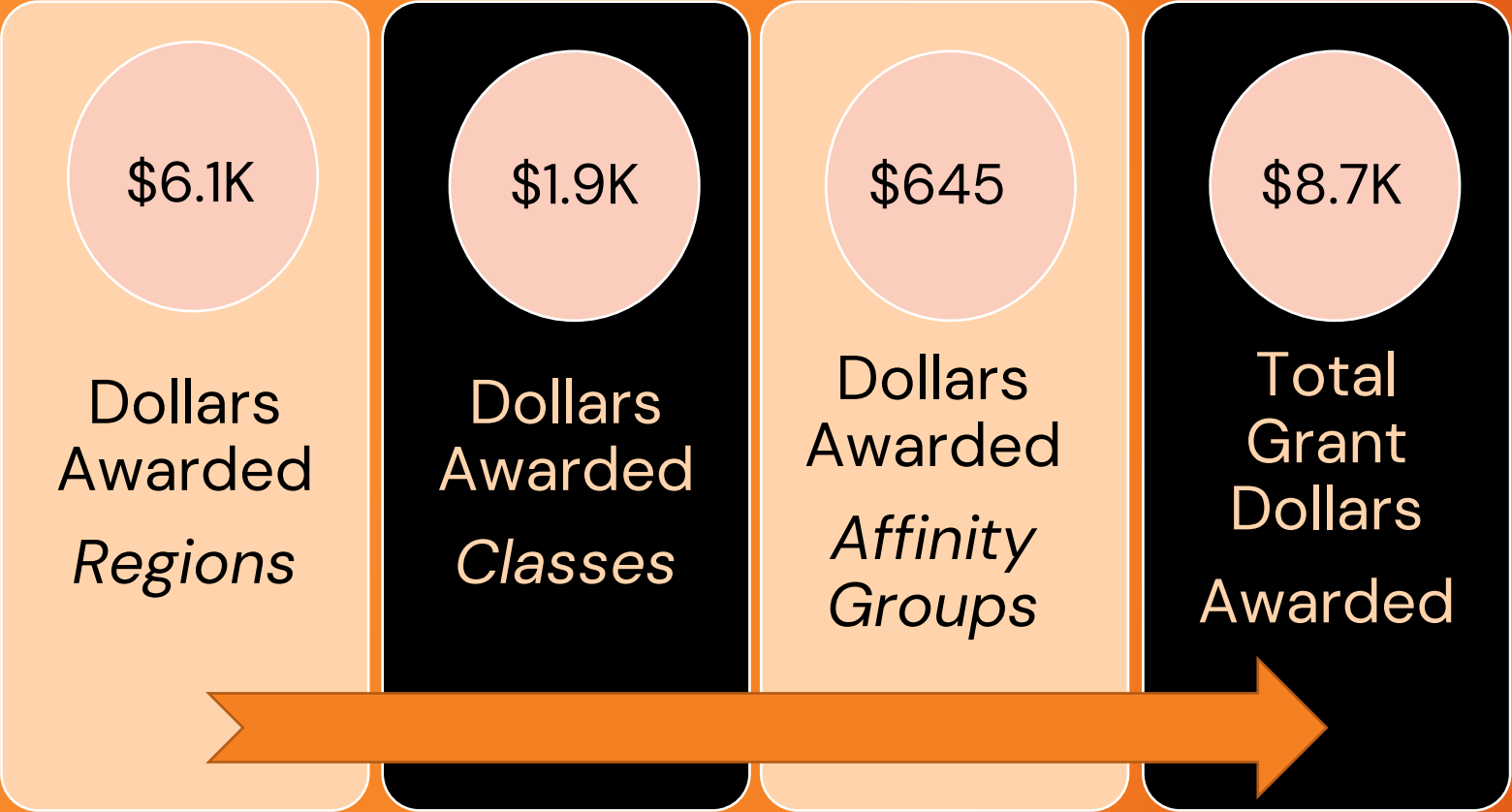
1,200+

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





Save The Date!

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

Orange & Black Day
Wednesday,
October 22, 2025



Image c/o PC Austin