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FOR IMMEDIATE RELEASE

**Texas Wesleyan University honors alumni
statewide with new tradition**

FORT WORTH, Jan. 20 – Texas Wesleyan University has begun a new tradition of honoring alumni statewide by holding special alumni receptions in various cities throughout Texas. Wesleyan hopes receptions such as these will forge stronger bonds with Texas Wesleyan alumni and rekindle existing relationships.

The next alumni reception will be held in San Antonio on Friday, Feb. 13, 2004, 8 p.m. – 12 a.m. at the Marriott Rivercenter Hotel, located at 101 Bowie Street. The reception, a networking social, will allow Wesleyan alumni living in San Antonio and distinguished guests to be introduced and recognized. Arnold Velez, president and general manager of the Dallas/Fort Worth Metroplex division of Clear Channel Outdoor, will be honored during the reception for Clear Channel's generosity toward Wesleyan. Velez and Clear Channel Outdoor helped Texas Wesleyan promote the University and its programs through a billboard campaign of over one hundred 12-by-25-foot billboard signs.

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The first alumni reception of this kind was held in Dallas, Nov. 11, 2003 at the Crescent Club. In attendance were a few hundred Wesleyan alumni and prestigious members of the Wesleyan community such as President Dr. Harold Jeffcoat, Interim Provost Dr. Allen Henderson and board of trustees chair, John Maddux, class of '59. The entertainment for the evening included a jazz trio of internationally acclaimed musicians: Clint Strong on guitar, Lou Carfa on bass and Daniel Kouba on drums.

Wesleyan Director of Alumni Relations Linda Lee says the purpose of these receptions is to increase alumni affiliations.

“We are trying to stir up interest among our alumni. We are hoping to ignite alumni involvement in other cities,” says Lee.

Texas Wesleyan University was founded in Fort Worth in 1890 as a United Methodist institution with a tradition in liberal arts and sciences. It is the mission of Texas Wesleyan to develop students to their full potential as individuals and as members of the world community. Wesleyan’s historic campus is located in Fort Worth with the School of Law in downtown Fort Worth.

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