



**UNIVERSITY OF MINNESOTA
ALUMNI ASSOCIATION**

Where members are ambassadors

FOR IMMEDIATE RELEASE

Contact:

Cheryl Jones
612-626-4707; cmj@umn.edu

Alumni Association Names Amanda Lange Student Volunteer of the Year

Amanda Lange, recent graduate of the College of Design's graphic design program, will be recognized as the University of Minnesota Alumni Association 2009 Student Volunteer of the Year at a celebratory event to be held at the McNamara Alumni Center on October 8, 2009.

The October 8 event will honor the Alumni Association's premier volunteers, groups and programs. The Student Volunteer of the Year Award celebrates an exceptional student who has shared time and talent to engage alumni in support of his/her college and the Alumni Association. Students are the University's alumni of the future and many serve as ambassadors to current and future graduates through their involvement with collegiate alumni societies.

Amanda Lange has served as a member of the Design Institute Student Board (DISB) and was elected to the College of Design Student and Alumni Board (DSAB) from 2007 to 2009. There, she worked with other students and alumni to develop "College to Career" learning opportunities that connected students with alumni and the professional community, and raised visibility for the college. She stepped easily into leadership roles, serving as co-chair for the alumni society's first communications committee and the graphic design discipline team, and helping to transition and instate a program called "Dirty Laundry," which she helped develop while on DISB, and grow into a signature program for DSAB after the founding group closed.

"Dirty Laundry" showcases designers from various disciplines, sharing candid and often hilarious stories of their best and worst professional experiences. To boosted the appeal of the program Lange developed playful branding featuring 1950s housewives with black bars over their eyes to conceal their identities. She designed and silk screened posters and created Facebook pages to promote events, and developed take away items for attendees including popular branded buttons and save the date cards to announce future programs. She also participated in venue and speaker selection, grant writing, and served as the master of ceremonies during programs.

Said Lucy Reile, college-to-career coordinator for the College of Design, "Amanda is an incredible student leader. She has great energy, vision and enthusiasm and has played an instrumental role in creating a highly visible, signature program for the College of Design Alumni Society that will continue to engage alumni for many years to come."

The College of Design Alumni Society is a 1600-member constituent group of the University of Minnesota Alumni Association. For more information about the alumni society, go to www.design.umn.edu/alumni_friends/join/ or call Lori Mollberg at 612-625-8796. The University of Minnesota Alumni Association is a 60,000-member organization that has advocated for the University's important work for more than a century. By joining the Alumni Association, alumni become ambassadors for the University. For more information, go to www.MinnesotaAlumni.org or call 800-862-5867.

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Suite 200, McNamara Alumni Center, 200 Oak St. SE, Minneapolis, MN 55455-2040
Telephone 800-862-5867 Fax 612-626-8167 E-mail umalumni@umn.edu