



March 2014

WESTWOOD, CA -- The energy and excitement for our 2014 All-Access Reception on Sunday, Feb. 16 was incredible. The Spirit Squad welcomed 300 guests into the Pavilion Club for a celebration of the program and a wonderful display of support from passionate fans. Young Bruin fans enjoyed the VIP Kids' Zone—complete with a bounce house obstacle course inside of Pauley. Guests were invited to ring the Victory Bell on their way into the reception. Special UCLA celebrities included Coaches of the Year, Amanda Cromwell from Women's Soccer and John Savage from Baseball. A highlight for the guests was not only having the National Championship winning coaches in attendance, but their National Championship trophies too! Brett Hundley, Myles Jack, Tyus Edney and Norman Powell were also a huge hit with all of our guests.

This year, we expanded our auction to be online with mobile bidding for 10 days leading up to the event. This transition increased our scholarship revenue tremendously and had Bruin fans all over the United States bidding on their favorite items—including hotel stays in Paris, trips to the Caribbean, guest judging spots for the Spirit Squad auditions and babysitting by members of the team. An exciting Opportunity Drawing at the event kept guests on their toes with winners taking home autographed footballs, basketballs and a highly coveted bedazzled UCLA license plate frame!

We cannot thank our supporters enough and look forward to putting on this special event again next February!