



CASE Award Supporting Materials

**Branching Out:
Enhancing UVA's Lawn Society Welcome**

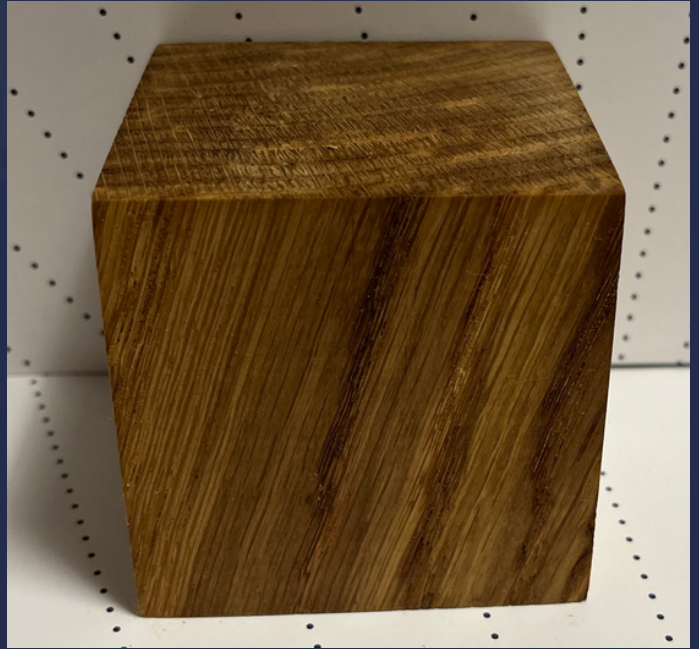
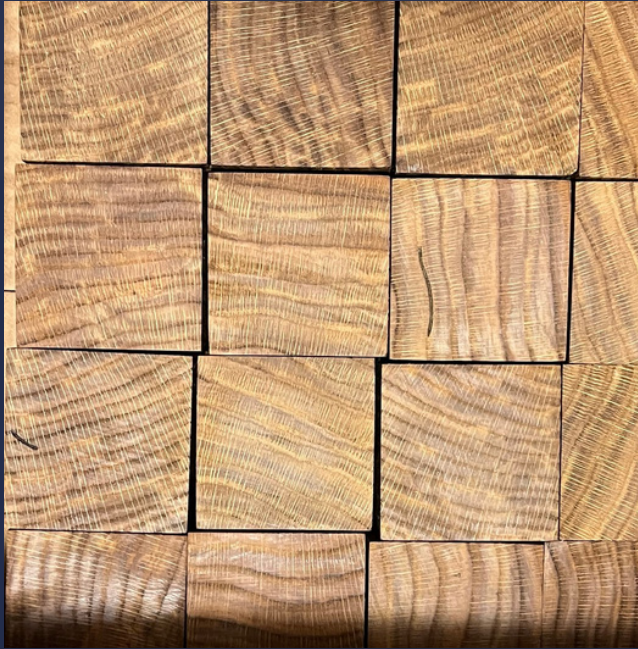
HISTORY

Likely planted during the Rotunda's restoration, after a fire in 1897 destroyed the Annex and much of the building, this ash tree thrived on the northeast side of the historic Academical Village for over a century before falling due to natural causes.



MATERIALS

Each gift starts out as a blank cube which is engraved with the society's logo and a custom message.



PACKAGING

This unique piece was once part of a magnificent ash tree that grew for over a century on the northeast side of the University of Virginia's historic Lawn. Planted during the Rotunda restoration following the infamous 1897 fire, the tree has served as a symbol of renewal and growth. This tree's legacy, like yours, remains woven into the fabric and history of the University.

Each welcome gift includes a custom engraving and a card with the piece's rich history.

