

## CMU T-shirt swap

Each year for the past three years, the university produces a limited-edition T-shirt designed to capture and reinforce pride in CMU. A one-time event is held on campus where students, faculty, staff and alumni can bring apparel from any other university or college and swap it for the limited-edition CMU shirt. The 2018 shirt design paid tribute to one of CMU's most notable alumni, 13-time Emmy award winner and nine-time National Sportscaster of the Year Dick Enberg, who passed away in late 2017. Printed on a two-color, three-quarter-sleeve T-shirt, a nod to Enberg's storied career as a baseball broadcaster, the design included a quote from Enberg taken from a 2016 speech he gave to students during one of his last visits to campus. "Be like me. Walk with pride." Printed on a two-color, three-quarter-sleeve T-shirt, a nod to Enberg's storied career as a baseball broadcaster, the design included a quote from Enberg taken from a 2016 speech he gave to students during one of his last visits to campus. "Be like me. Walk with pride."



# Social media event promotion



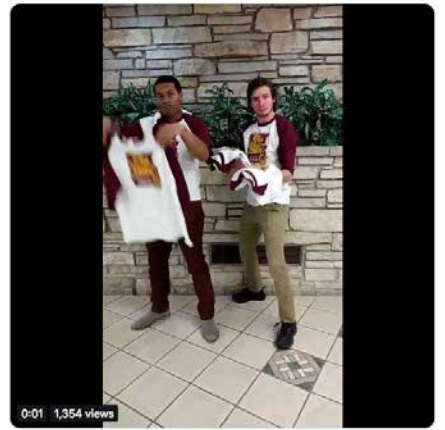
# Swap day action



Central Michigan U. @CMUniversity · 5 Dec 2018  
Be like Bryce - come swap your shirt! We are in the Towers lobby until 2 p.m. #lifeatcentral #fireupchips



Central Michigan U. @CMUniversity · 5 Dec 2018  
Missed the first Fire Up Shirt Swap? Find us in the Towers lobby from 11a.m.-2p.m. to swap your FREE shirt today! #lifeatcentral #fireupchips



Central Michigan U. @CMUniversity · 5 Dec 2018  
Thank you to everyone who participated in the third annual Fire Up Shirt Swap! We have tons of shirts to donate, and you all have new maroon and gold to wear for Fire Up Friday. #lifeatcentral #fireupchips

