



*The Indiana University family  
sees things a little differently.*



*We see the world through  
crimson-colored glasses.*

Where others see a trident, we see something more—  
a symbol of spirit, pride, tradition, and promise for the future.



And what may look like  
just another day to the rest of the world

*is our biggest celebration  
of the year.*



# 4.18.18

## IU DAY

IU Day is our day to show the world what we see every day:  
Big things happen when the IU family comes together.  
Be part of the 24-hour, worldwide, binge-watching, social-sharing, IU-wearing, gift-giving IU extravaganza.

*Turn the world red with us:*  
**IUDAY.IU.EDU**



### *Wear*

your IU gear to work, school, or wherever you find yourself on April 18. From hats to socks to everything in between, put your IU pride on full display.



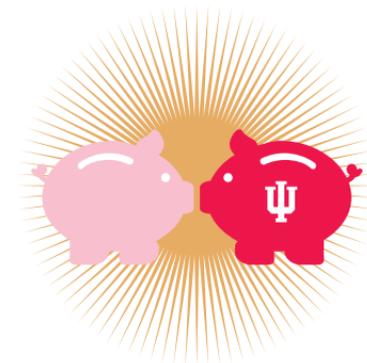
### *Share*

the #IUday love all over social media. Pics, throwbacks, sappy sentiments—we want to see it all! And use our free downloads to turn your social media profiles red.



### *Enjoy*

exclusive videos, trivia, games, and more! Follow @IUFoundation on Facebook and Twitter to be in the loop.



### *Support*

the IU school, program, or opportunity that has made a difference in your life. Special challenge funds could make your gift go further! Make your IU Day gift using the enclosed form, or go to [iuday.iu.edu/give](http://iuday.iu.edu/give).



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IUPUI

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**IUDAY.IU.EDU**



## *Wear*

your IUPUI gear to work, school, or wherever you find yourself on April 18. From hats to socks to everything in between, put your IUPUI pride on full display.



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the #IUday love all over social media. Pics, throwbacks, sappy sentiments—we want to see it all! And use our free downloads to turn your social media profiles red.



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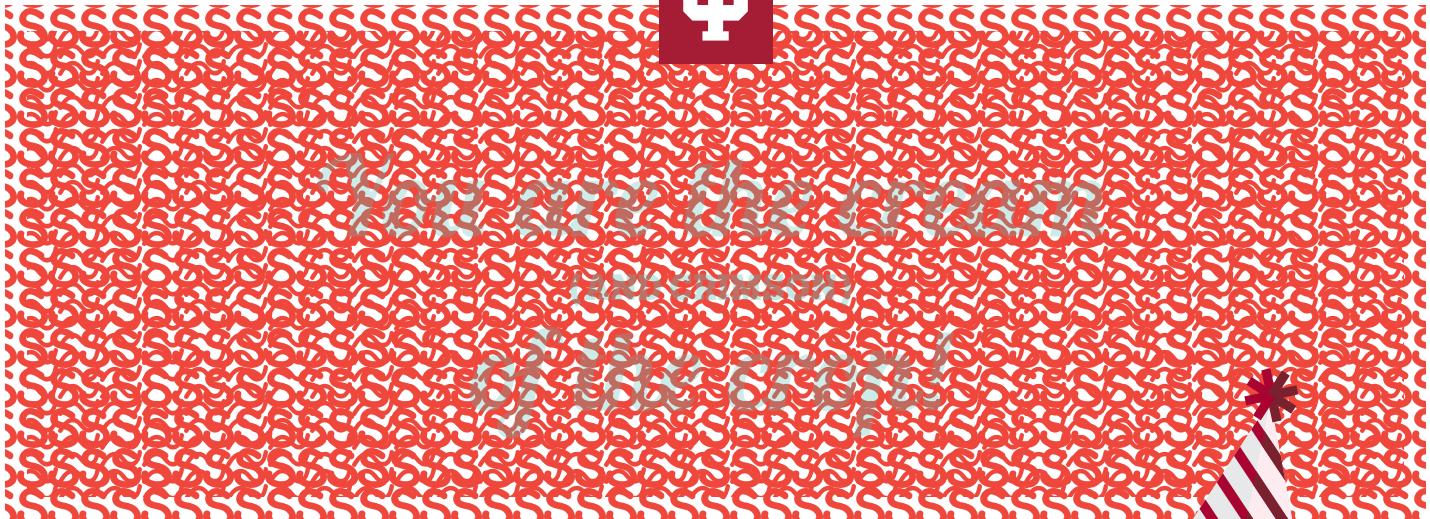


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IU DAY *super-secret*

DECODER MESSAGE!

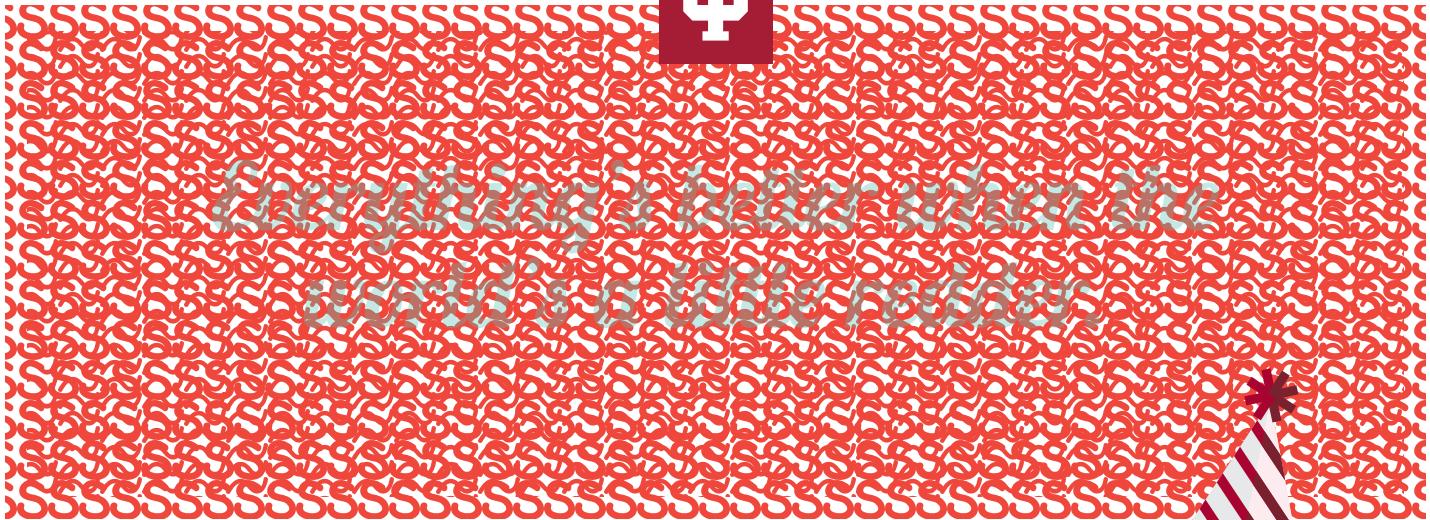


IU DAY



IU DAY *super-secret*

DECODER MESSAGE!

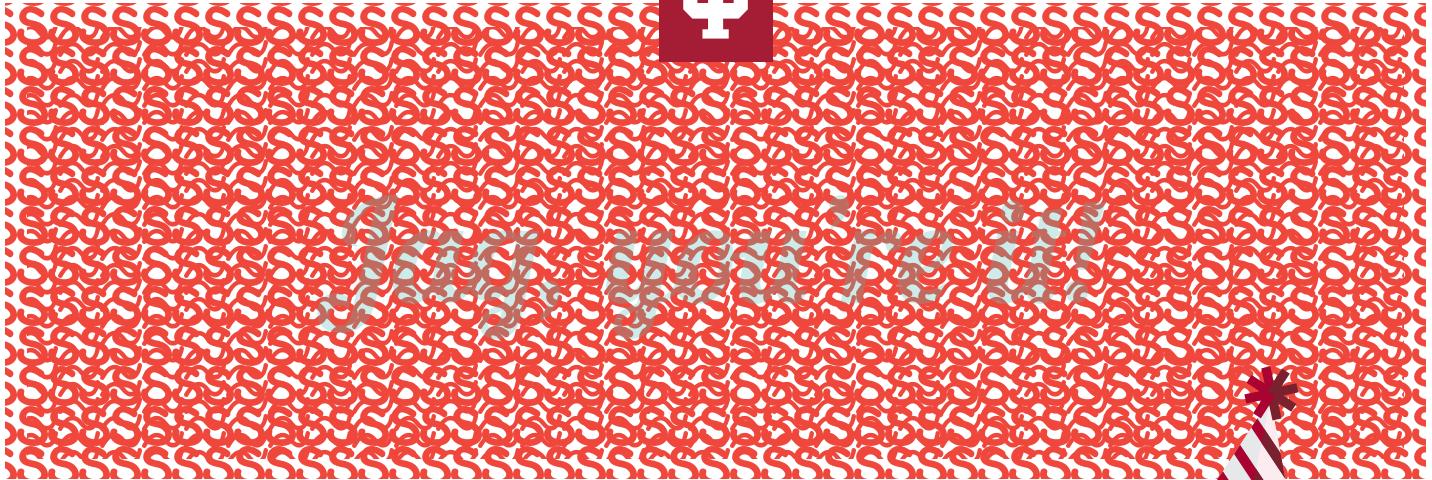


IU DAY



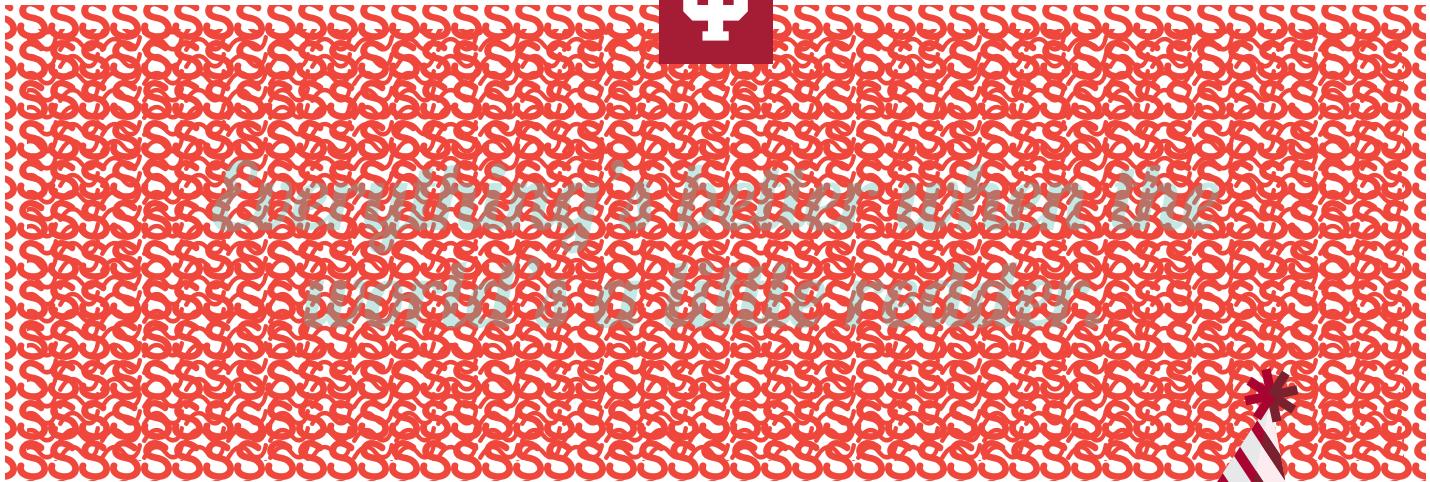
IU DAY *super-secret*

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IU DAY  
...IUPUI...

