



Contact: Arielle Torrez  
Marketing Assistant/Writer  
Cal Poly Pomona Foundation, Inc.  
[astorrez@cpp.edu](mailto:astorrez@cpp.edu)  
909.869.2912

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### **CAL POLY POMONA FOUNDATION ANNOUNCES 'A BRONCO IS' CAMPAIGN**

The Cal Poly Pomona Foundation is pleased to announce 'A Bronco Is,' a self-empowerment awareness campaign. The concept of the campaign is to show off what makes YOU a Bronco. The process is simple, pick an empowering word that best describes you, let our ambassadors write that word on a part of your body and strike a pose! A photo booth will be set up in Campus Center Marketplace every Tuesday and Thursday and is open to all students, faculty and staff. (Hours may vary, please visit [BroncoChannel.com](http://BroncoChannel.com) for an updated schedule.)

Once you become a CPP Bronco, you become part of a culture that promotes and resonates greatness. You inherit a multitude of traits that are destined to grow and make a difference.

Broncos are bold, aware, kind, loving, strong, brave and so much more. The #ABroncols campaign is a way to encourage yourself and others to embrace your unique qualities while also showing off your Bronco spirit.

Follow along with the #ABroncols campaign by using the hashtag, posting on socials and keeping up to date with our photo gallery on the Bronco Channel Facebook page! All photos will be posted on the Bronco Channel website, and a link will be emailed out to all participants.

The 'A Bronco Is' campaign is proudly sponsored by the Bronco Bookstore, Kellogg West, University Village and Foundation Dining Services. The Cal Poly Pomona Foundation takes pride in its message of self-empowerment and promoting the values included in the campaign. These values are celebrated through the 1,500 jobs and opportunities that the CPP Foundation provides for students in industries such as retail, hospitality and more.

Cal Poly Pomona Foundation, Inc. is a Section 501 (c) (3) nonprofit organization that operates as a recognized auxiliary of the California State University.

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To view and download photos, please visit <http://cppfoundation.zenfolio.com/f107534304>