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### **Bronco Bookstore's Facebook Page Recognized by Connect2One for Third Time**

The Bronco Bookstore was recently recognized as a 2014 Facebook All-Star by Connect2One, the largest and most comprehensive buying group and marketing services company in the college store industry. For the third year in a row, the Bronco Bookstore was awarded for its innovative and effective method of engaging students on the social media platform Facebook.

With nearly 9,000 followers, Cal Poly Pomona (CPP) has the highest Facebook following for a campus bookstore in the California State University system. CPP is also the only university to earn the Connect2One Facebook All-Star award for the third consecutive year.

Cal Poly Pomona Foundation, Inc.'s marketing department manages the Bronco Bookstore Facebook page, and has continually connected with the CPP campus community through creative posts, pictures, and videos, highlighting special offers, sales, events, contests, general news, and more.

"It's gratifying to see our work being recognized again for a third year," states Marketing Coordinator Darren Isomoto. "With each passing year, we're striving to push the bar higher with new ideas to implement on our social media outlets."

According to Connect2One's February/March newsletter, Facebook All-Stars are models for how social media can be utilized. Their website also states that Facebook All-Stars enhance their relationships with their fans and change on-campus attitudes about what a bookstore is and what a bookstore should be.

"It's very rewarding to be recognized by Connect2One," says Marketing Coordinator Lily Ly. "It inspires us to continue to think outside of the box and revolutionize the way we communicate with our audience through emerging technologies."

To view the Bronco Bookstore's Facebook page, please visit [www.facebook.com/broncobookstore](http://www.facebook.com/broncobookstore).

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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Photos available upon request