

The City of University City will host a “Celebration of Diversity” from 6 p.m. to 9 p.m. on Saturday, March 3, 2012 in the gymnasium at Centennial Commons, 7210 Olive Blvd. This event is designed to recognize the diversity of the City’s residents and their contributions to the community. The event is free and open to the public and will include food, activities, music and more. The City’s new brand identity also will be unveiled at the event.

Following is a list of organizations scheduled to take part in the *Celebration of Diversity* event:

Bi-Lingual International Assistant Services
Bible Way Baptist Church
Crohn’s & Colitis Foundation of America
Craft Alliance
University City Bible Chapel
The Folk Dance Association
Sutter-Meyer Society
U City In Bloom
U City Parks Foundation
Penultimate Press
Family of Love Divine Church
Christ Church/The Wayfarer’s Inn
SGI-USA St. Louis Community Center
Trinity Presbyterian Church
Health Protection Education Services
Seafood City
Washington University/Thurturene Carnival
Fitz’s American Grill Bottling Works
Lupus Foundation of America
The Gladys & Henry Crown Center for Senior Living
Cheese-ology
Pure Mind Center
The University City High School Broadcast Club (student journalists)

The City’s new brand will be unveiled at 7:00 p.m.

A strong brand identity is important for communities as they work to attract new residents, businesses and customers. The look and approach for presenting University City, with this new brand, be consistent through all platforms (website, stationery, news releases etc.) When established, the new brand will allow University City to reach a point where people will hear the brand tagline, think U City, and think of all the positives that are connected with this great community.

Celebration of Diversity
Saturday, March 3, 2012
6:00 p.m. – 9:00 p.m.
Centennial Commons

