

From: [Ruth Ridderman](#)
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Included below is a media alert related to back-to-school activities at Ferris.

For Immediate Release
Aug. 14, 2006

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Media Alert:

Who: The Ferris State University Office of Student Leadership and Activities

What: Welcome Week Meijer Madness. In the days before classes begin at Ferris, University officials have planned several campus activities to kick off the new year, including an event in which Ferris has partnered with Meijer.

Meijer Madness will run from 10 p.m. to 1 a.m. on Aug. 24, during which time students will be bused from campus to Meijer to receive a 10 percent discount on groceries and dorm accessories, as well as eat free food and meet several community business leaders.

Ferris President David L. Eisler will cut the ribbon on the evening, riding the first bus to Meijer, where vendors to various novelties like a caricature artist will be on hand outside the store to entertain students before and after their shopping experience.

Media interested in attending the event may contact Leah Nixon, assistant director of News Services, at (231) 591-5604.

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