

## **Alumni Association Welcomes New Partnership With Sam Houston University Bookstore**

The Office of Alumni Relations and Barnes & Noble College have joined together to link alumni to the SH University Bookstore for easy access to Bearkat merchandise—and provide a way to give back to Sam Houston State University.

Through the partnership, alumni can purchase official, high-quality SHSU merchandise utilizing a special link on SHSU's alumni page, [alumni.shsu.edu](http://alumni.shsu.edu). Throughout the year, alumni will also receive exclusive offers and discounts on SHSU merchandise through email. A percentage of all purchases made through the online bookstore will go toward funding alumni programs and student scholarships.

"We are very positive about the new partnership between Barnes & Noble and its University Bookstore with our Alumni Association," said Frank Holmes, SHSU vice president for University Advancement. "This provides an excellent way to make high-quality, SHSU-emblematic merchandise accessible to our alumni, regardless of where they might reside. Moreover, it is a vehicle for our alumni relations office and the bookstore to work closely in developing other opportunities for the mutual benefit of the SH University Bookstore, the Alumni Association and our alumni."

With an alumni base of more than 115,000, the Office of Alumni Relations is constantly seeking innovative ways to connect former students to their alma mater.

"When the Alumni Association began looking at vendors to work with to promote alumni merchandise and Bearkat gear, we did not have to look any further than our own University Bookstore," said Charlie Vienne, executive director of the association. "Barnes & Noble has been a strong and loyal partner of the university since 1999. It only makes sense that the Alumni Association and Barnes & Noble work together to provide alumni with enhanced product lines and cost saving discounts."

"Barnes & Noble College is always looking at new ways to connect with our school partners, and this new partnership will be a unique and fantastic way to provide alumni with official SHSU-branded merchandise that will not only connect them to the university, but also give back to SHSU," said Marc Eckhart, regional manager at Barnes & Noble College.