

## Ever Green app connects Tulane to alumni

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The new Ever Green mobile app puts events, news and alumni benefits at users' fingertips. See video below. (Photo and video from Tulane Alumni Affairs)

Tulane Alumni Association's (TAA) new Ever Green app provides a way for alumni to stay in the know about all things Tulane. The free mobile app puts events, news and alumni benefits at users' fingertips.

In conjunction with "Only the Audacious, The campaign for an ever bolder Tulane," TAA has launched its first-ever engagement initiative, also called "Ever Green."

"We're excited to give our alumni a way to easily stay connected to Tulane," said vice president for alumni relations James Stofan. "It's a great way to be active in the alumni association, even if you aren't able to make it back to campus."

Because all alumni automatically belong to the TAA, the app is designed to appeal to alumni near and far; it includes regional and international club information and notifies users about Tulane events in their geographic location.

The app also houses users' official alumni cards, giving them easy access to benefits and the opportunity to receive discounts when registering for select Tulane alumni events through the platform.

"We continue to hear from our alumni that they want all their Tulane information in one spot, and the Ever Green app is a simple and fun way to provide that," said Jesse Hartley, director of alumni engagement.

Download the free Ever Green app by searching "Tulane Ever Green" in the Apple App Store or Google Play Store.

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