



University of Colorado

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**CU ADVOCATES**

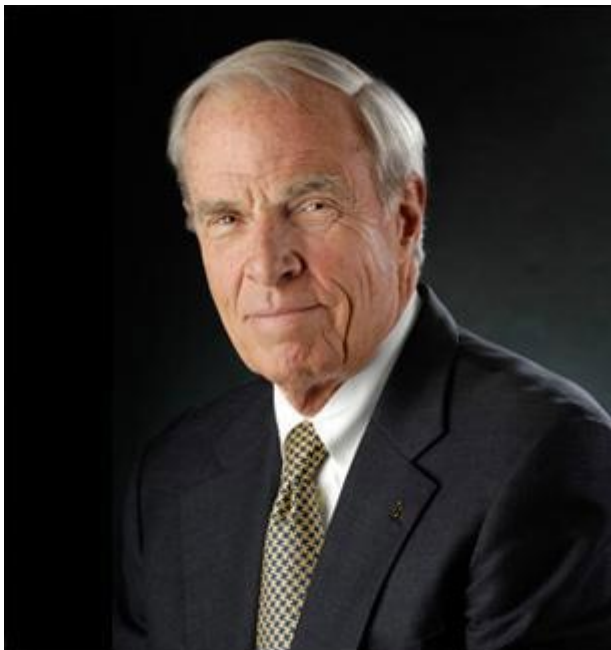
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## **Message from the President** <sup>[1]</sup>

Dear Friends,?



?Welcome to CU Advocates. We hope you will join us to help push the University of Colorado to greater heights. I have been involved with CU for more than half a century ? from my days as a student on the Boulder campus to various volunteer activities over the years to my current position as president. Throughout those five decades, I have seen a common thread among the university?s many constituents: a deep well of support for CU that permeates our state and its people. We need to draw from that well and we would like you to help. CU Advocates is a network of alumni, friends, supporters and other constituents who help us convey our value, opportunities and challenges, volunteer with the university, engage elected officials, support our Creating Futures fundraising campaign and recommend the university to prospective students.

The CU Advocates program will help us tell our stories, and there are thousands to tell. We are a university that provides Colorado and the nation with a highly skilled workforce. We engage in research that creates jobs and changes lives. We have an economic impact of more than \$6 billion on Colorado annually. We are at the leading edge of important issues facing our state and society, including health care, renewable and sustainable energy,

biotechnology, aerospace and geosciences. We have been a stable force in Colorado for more than 135 years.

These stories define CU. By sharing your CU story, you bring to life the value of the university.

In becoming a CU Advocate, you can lend your voice to our efforts to continue our contributions to our state and nation. As you will see on the following pages, you can select your level of involvement and we will help guide your activities. Whether talking about CU's value in your community, conveying the university's benefits to a prospective student, talking with elected officials about the importance of higher education, or volunteering on one of our campuses, you can make a difference. We appreciate your consideration and look forward to joining your voice and actions with thousands of others who care deeply about our university.

Sincerely,



Bruce D. Benson  
President



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**Source URL:** <http://www.cu.edu/cuadvocates/about-cu-advocates/message-president>

**Links:**

[1] <http://www.cu.edu/cuadvocates/about-cu-advocates/message-president>