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Southern Boosters Changes Official Organization Name to Georgia Southern University Athletic Foundation, Inc.

MARCH 3, 2009



The Southern Boosters' Board of Directors unanimously voted during their January 2009 meeting to change the organization's name to the Georgia Southern University Athletic Foundation, Inc. The name change is designed to more clearly communicate the organization's purpose and mission as a fundraising and supporting organization of intercollegiate athletics at Georgia Southern University.

The annual fundraising campaign and 'go-to-market name' will be 'The Eagle Fund.' The name change is part of an ongoing branding initiative that the organization's leadership and board of directors have been researching for nearly two years. The initiative began when the organization launched the popular 'Rings and Diplomas' and 'For All the Right Reasons' campaigns in 2007.

'The name 'Georgia Southern University Athletic Foundation, Inc.' was selected following surveys of our membership and supporters. The name will be consistent with other Georgia Southern University foundations including The Georgia Southern University Foundation, The Georgia Southern University Housing Foundation, Inc. and the Georgia Southern University Research Foundation, Inc.," said John Mulherin, president of the Georgia Southern University Athletic Foundation, Inc.

During the past 27 years, the Georgia Southern University Athletic Foundation, Inc. has expanded from just a few charter members to thousands of supporters throughout the country. The new name will help more clearly communicate the group's purpose. 'When we approach potential donors and corporations, this new name will reinforce our focus on supporting the entire athletic operation including philanthropy, scholarships and donor benefits," Mulherin said.

The organization was founded in 1982 to support an upstart football program at the University. Today, the organization supports each of Georgia Southern University's 15 intercollegiate sports and its more than 385 student-athletes. The organization now provides critical scholarships and facility improvements necessary to continue recruiting outstanding student-athletes and coaches to Georgia Southern.

'Our donors are the most important aspect of our organization and I know they will support this change as they have supported the Eagles over these many years," said Sam Baker, athletic director for Georgia Southern University. 'Regardless of the name, this organization is made up of some of the most loyal and die-hard supporters of athletics that I have seen in my career. With this new name, the organization is positioning itself for future growth."

'The board of directors is thrilled with the direction the organization is moving. We believe the new organizational name and annual fund name both support our goal of focusing on the philanthropic

nature of the organization and "Rings and Diplomas," said Phil Moore, chair of the Georgia Southern University Athletic Foundation, Inc. Board of Directors.

Georgia Southern University, a Carnegie Doctoral/Research University, offers 116 degree programs serving nearly 18,000 students. Through eight colleges, the University offers bachelor's, master's and doctoral degree programs built on more than a century of academic achievement. The University, one of Georgia's largest, is a top choice of Georgia's HOPE scholars and is recognized for its student-centered approach to education. Visit: www.georgiasouthern.edu.

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