

March 2026

NEW BRANDING LAUNCH

["Bring the You" Celebrates Uniqueness, Individuality](#)



An exciting new era in Winthrop's identity began on March 25 at a launch event that unveiled the university's new branding. Senior leaders prioritized the need for an overhaul as an initiative in the university's strategic plan, *Winthrop: United in Excellence*. In 2025, work began with agency partner 160over90 to create a brand platform and strategy that would heighten awareness of Winthrop with key

audiences, elevate Winthrop's reputation in the higher education landscape and set the university apart from its competitors. Through a multi-phase process, including focus groups with key stakeholders, “Bring the You” came to life. [Read more](#) about the brand and [view photos](#) from the launch.

SUBMISSIONS AND NOMINATIONS

[Submit Award Nominations and Executive Board Applications](#)



Nominations for the 2026 [Alumni Awards](#) and applications to serve on the [Alumni Executive Board](#) are open through March 31. Nominate a Winthrop graduate for the Alumni Distinguished Service Award, Alumni Professional Achievement Award and Outstanding Young Alumni Award before the upcoming deadline. Winners will be recognized in the fall. In addition, applications are being accepted to serve as an at-large member on the Alumni Executive Board. There are up to six seats available for the 2026-29 term. Board terms will begin on Wednesday, July 1.

PHILANTHROPY

[Students Bleed Garnet...Will You Give Gold April 21-22?](#)



On April 21-22, the Winthrop community will unite for Bleed Garnet Give Gold (BG3), the university's annual day of giving. In just 24 hours, gifts to any area of campus help provide scholarships, programs and opportunities that shape the Winthrop experience. Be a part of something big: give back and help today's Eagles soar. Mark your calendars, [share on social media](#), and [make your gift](#) so we can reach our goal of 1,200 donors!

COMMUNICATION TOOL

[New Texting Platform Will Help Keep Alumni Connected, Informed](#)



Winthrop recently launched a new texting program to help us stay connected with alumni and friends! You may have received a text introducing the platform, which we'll use periodically to share updates and opportunities to engage with the

university. Don't worry... we won't bombard your phone, and you can opt out any time. If you didn't receive the message and would like to opt in, text WINTHROP to 80109.

MILESTONES

[Greek Life 50th Anniversary Celebration RSVP Closes April 8](#)



Calling all Greek alumni! Get ready to show off your letters April 17-18 during a full weekend of events as the university celebrates 50 years of Greek life at Winthrop. Events include a Friday Greeks Give Back community service opportunity; a Friday evening Greek Alumni Celebration with greetings from Board of Trustees Chairman Joel Hamilton '06, a member of Pi Kappa Alpha; a Saturday Legacy in Letters Greek alumni luncheon with photos of each Greek organization; a Greek open house; and a Greek After Dark celebration at Hoppin' in Rock Hill. [Register here for the weekend by April 8!](#)

MILESTONES

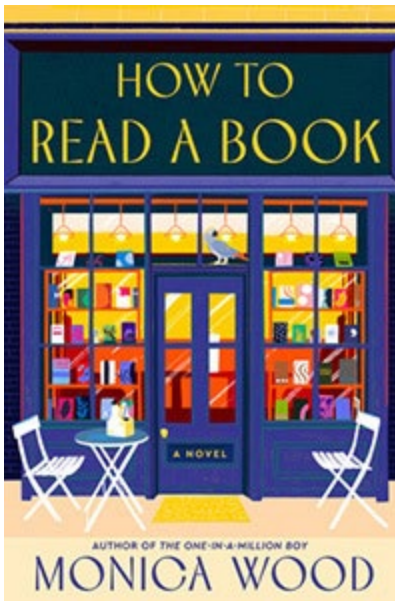
[Macfeat Early Childhood Laboratory School Celebrates 130 Years](#)



The Richard W. Riley College of Education, Sport, and Human Sciences invites former students to the celebration of [Macfeat Early Childhood Laboratory School's 130th Anniversary](#). A special celebration is planned for Saturday, April 25, from 10:30 a.m.-12 p.m. in the Withers/W.T.S. Building. For 130 years, Macfeat, the longest continuously operating laboratory school in the country, has been a place of learning, growth and community, shaping generations of preschool and kindergarten students and leaving a lasting impact far beyond Winthrop's campus. The celebration will feature archival pieces and memorabilia from throughout Macfeat's history, and guests are invited to enjoy refreshments and tour classrooms. Please [RSVP by April 10](#).

ALUMNI BOOK CLUB

["How to Read a Book" is Latest Book Club Selection](#)



The second book for the 2026 Virtual Alumni Book Club is "How to Read a Book" by Monica Wood. The charming, deeply moving novel is about second chances, unlikely friendships and the life-changing power of sharing stories. The reading period is through May 15. [Read a summary and reviews](#) for it. [Join the free Virtual Alumni Book Club](#).

[A Message from the Alumni Director](#)



It's that wonderful time of year when there are so many exciting events and activities on the horizon. We have Flight Paths with the Provost coming to Atlanta, Savannah and Myrtle Beach, our spring ring ceremony, a softball alumnae weekend to celebrate the 25th anniversary of the Terry Softball Complex, the 50th anniversary of Greek Life weekend, Senior Week, and so much more! Please read more of my letter for additional details on these upcoming events, and I hope you'll make plans to attend those that fit your schedule.

The mission of the Alumni Association is to honor the traditions and values of Winthrop University through the engagement of alumni worldwide.

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