

FIRST BOILER BRIDGE WALK TO BRING TOGETHER PURDUE FOOTBALL, GREATER LAFAYETTE COMMUNITY

For Immediate Release
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LAFAYETTE, Ind. – The inaugural Boiler Bridge Walk will be held Friday, September 10 beginning at 5:30 P.M. The Boiler Bridge Walk will take place on Fridays before all seven home games and feature the Purdue Football team interacting with their fellow citizens as they walk across the John T. Myers Pedestrian Bridge.

Fans of all ages are invited to join the Purdue football team, Purdue Pete, Purdue pep band, the cheerleaders, the Boilermaker Special, and community leaders for the Boiler Bridge Walk. A different youth organization from the community will lead the team from the fountain on the West Lafayette side of the bridge across to Riehle Plaza, and the players will handout giveaway items each week.

The Department of Intercollegiate Athletics has teamed with Greater Lafayette Commerce on a number of initiatives designed to promote Boilermaker spirit throughout the community and attract more fans to Purdue football games, thereby spurring the economy for area businesses.

“A sold-out Ross-Ade Stadium is important to Purdue Athletics,” athletics director Morgan Burke said. “It inspires our young men on the field, sends a positive statement to potential future Boilermakers and helps us support a broad-based intercollegiate program.

“It also provides an economic stimulus for Lafayette and West Lafayette businesses, highlights our sense of community and offers a stage for our student-athletes as role models. That’s why we have partnered with Greater Lafayette Commerce to showcase Boilermaker spirit on both sides of the Wabash River.”

Several other initiatives also highlight the collaboration between Purdue Athletics and Greater Lafayette Commerce.

For the home opener against Western Illinois on Sept. 11, Purdue is offering discounted tickets for just \$20 – half off the regular price – as a promotion called “We’ll Come to Your Neighborhood if You’ll Come to Ours.” In an effort to make tickets easy to purchase, they are available while supply lasts at the following banks throughout the area: Bank of Indiana, Centier, Chase, Fifth Third, Lafayette Community, Lafayette Bank & Trust, Lafayette Savings, Old National, PEFCU, Regions and Salin.

All Greater Lafayette Commerce members and chamber members statewide may purchase tickets for just \$20 for the Sept. 18th game when the Boilermakers play Ball State. Call Purdue group sales representative Alicia Spack (765-494-9476) for more information on how to purchase tickets for Chamber Day.

Fans should be on the lookout for Boilermaker football-themed banners throughout the area – 30 in downtown Lafayette, 25 along Veterans Memorial Highway, 22 along Sagamore Parkway and three on campus – as part of the Downtown Lafayette/West Lafayette Spirit Campaign.

Additionally, Greater Lafayette Commerce is introducing Gold & Black Fridays, encouraging business to have their employees wear Purdue’s colors and decorate their offices Boilermaker-style.

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