

FOR IMMEDIATE RELEASE:

Graduates from Cooper Union launch first ever Block Party - Free and Open to All

Founder's Day 2014: The Peter Cooper Block Party will take place on Sunday, April 13th from 10am - 5pm. www.foundersday2014.com

The event hosted by the Cooper Union Alumni Association (CUAA) begins with the Alumni Awards in the historical Great Hall of Cooper Union, followed by The Peter Cooper Block Party on Astor Place between Broadway and Lafayette. In the spirit of Peter Cooper, the entire day will be free and open for the public to attend.

The new format is the first of its kind to be adopted by the CUAA as part of its initiative to create new opportunities for engagement within the Cooper Union and neighboring/NYC communities. "It begins by honoring alumni achievements and showcasing their work to the public," says VP of Alumni Activities, Rocco Cetera. Some notable alumni attending include Julian LaVerdiere, known for his work on the Tribute in Light installation for 9/11, and Milton Glaser, an American graphic designer best known for the I Love NY (I <3 NY) logo.

Alumni work will also be featured at the Block Party. "We are celebrating the heritage of our school and its founder, Peter Cooper," says CUAA President John Leeper. Following a ribbon cutting at 1pm, the Block Party will open with educational workshops, art and music performances, local vendors and food trucks. Highlights are the Knicks Groove Truck, and the first ever Peter Cooper Jello Challenge, celebrating the inventor of the iconic gelatin dessert. Supported by donations and sponsors, and with students, parents, and neighborhood organizations such as the Fourth Arts Block and GrowNYC contributing, the event hopes to set a new standard for future alumni events.

The Cooper Union was founded in 1859 by industrialist Peter Cooper based on his belief that a quality education, equal to the best, should be open and free to all. The CUAA represents Cooper Union alumni, and serves to preserve, protect, and promote The Cooper Union.

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