



DAEMEN

COLLEGE

A World of Opportunity

Office of the President

September 10, 2015

Daemen College
Faculty and Staff

Dear Colleagues,

I am pleased to announce a **new annual event** that will help strengthen relations with the town of Amherst and directly benefit our faculty, staff, and students: Daemen Day in Amherst.

Modeled after similar events in college towns throughout the nation, this day-long “town/gown” event is meant to familiarize our faculty, staff, and students with the many businesses and services along Main Street, from Getzville Rd. to Evans St. and beyond.

This year’s inaugural event will be held on **Saturday, September 19**, beginning at noon and ending back at the Daemen campus at 8:00 pm.

Throughout the day, the College will operate a trolley from the campus up and down Main Street, enabling all of us to shop, enjoy good food, hear live music, and visit the various establishments that we might not have visited in a long time.

Many businesses have agreed to offer discounts on September 19 to anyone presenting a Daemen College ID card. Participating businesses will display a “Daemen Day in Amherst” logo on their front door, allowing everyone to know in advance that they are participating businesses.

The Irishman and Glen Park Tavern will host live music, Sweet Jenny’s Ice Cream will host a raffle, and the first 100 people who take the trolley downtown will receive free Daemen Day in Amherst shirts. The night will culminate with a screening of “The Avengers: Age of Ultron” at 8:30 on the front lawn—an event that is open to both Daemen and nearby community members.

Future Daemen Day in Amherst activities may include the opportunity for businesses to set up tables and booths on campus to display and sell their products and services at discounts to the Daemen community.

Strengthening relations with the town of Amherst is a major priority of the College, so please help us make the inaugural Daemen Day in Amherst celebration a great success so that we can build on that success in the years to come. I hope to see you at our festival.

Cordially,

Gary A. Olson
President