



## NEWS RELEASE

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### **DU to Sponsor Huge New Year's Eve Party**

Davenport University is the [main stage sponsor](#) again this year for the New Year's Eve event in downtown Grand Rapids that draws more than 30,000 people each year. The annual [Hot New Year's Eve Party](#) is held outdoors in [Rosa Park Circle](#) and features popular bands and the traditional midnight ball drop. Alumni, current students, faculty, staff and friends of Davenport are all invited to this exciting event.

The four well-known bands will perform on a stage flanked on both sides by Davenport banners, and DU students will launch University T-shirts from the stage between acts. Pounce, the DU mascot, will join them in front of an audience of thousands of students from throughout West Michigan. For the first time, DU photographers will be taking pictures of the audience throughout the evening, and a representative of DU's communications team will announce from the stage that the audience can view the photos on DU's website.

The free New Year's Eve celebration is heavily promoted on radio and extensively covered by media the night of the event. Bands performing throughout the evening are Good Charlotte, We the Kings, Runner Runner and Kaci Battaglia. The evening starts at 5:30 p.m.

Check out [hotnewyarseve.com](http://hotnewyarseve.com) for a schedule of band performances and additional information!

**Click here to see photos from last year's event!**

**[Click here](#) to see video from last year's event!**

#### **About Davenport University**

Davenport University – the only West Michigan-based private university specializing in business, technology and health professions – serves an enrollment of approximately 13,000

students at its W. A. Lettinga Campus in Grand Rapids, at campuses throughout Michigan and online. Davenport focuses on innovative, practical and affordable education and offers graduate and undergraduate programs. More information is available at [www.davenport.edu](http://www.davenport.edu).

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