



From the Union Terrace to Library Mall, the heart of the UW campus forms the backdrop for most of our student and alumni memories: concerts on the Lakeshore, sunsets over Mendota, studying near the fountain, picnicking with a date and lunch from a food cart, taking part in marches or Homecoming rallies. These are the memories that make us who we are today — they're what make us Badgers to the soul.

## Put yourself at the Heart of Campus.

We have an opportunity to add to that setting. Working within the university's master plan, WAA proposed a new vision for the corridor that runs between the Red Gym and the Union, from Lake Mendota to Langdon Street.

This vision, called Alumni Park, will extend the social scene of the Terrace, create a promenade along the east end of the Lakeshore, incorporate greenspace, and give UW students and alumni a new, beautiful area in which to create their own Wisconsin experience.

Join with us in shaping the face of the university, and show future generations what it means to be a Badger. Add a piece of your soul to the heart of campus.

- In its East Campus Master Plan, UW-Madison calls for a **Lakeshore redevelopment**. The UW and the state have committed to replacing this crumbling bit of shoreline, giving us the chance to turn unsightly parking lots into parkland.
- **Alumni Park** will connect the UW's two most popular gathering places — the Union Terrace and Library Mall — and create an inviting greenspace along a path dotted with benches and trees.
- A **Lakeshore promenade** will run from the Union Terrace eastward past the Below Alumni Center, extending the line of Lakeshore Path.
- The Wisconsin Alumni Association's plan has been endorsed by **Chancellor Biddy Martin**, who says it "will provide the capstone for the East Campus Mall project. It's in perfect alignment with the Great People, Great Place initiative."

- Around the new Alumni Park, visitors will learn the story of the **Wisconsin Idea** — how UW contributions, discoveries, and personalities have made an impact across the state and around the world.

The Wisconsin Alumni Association at  
**150 Years**

In 2011, the Wisconsin Alumni Association will celebrate a century and a half of work in support of the University of Wisconsin-Madison and its graduates. Those alumni are the clearest expression of the Wisconsin Idea, taking the skills and principles they learned in Madison and using them to shape the world. Founded in 1861 by Charles Wakeley, WAA now includes chapters and contacts in approximately a hundred cities around the world. It has rallied alumni leadership to help create the Wisconsin Alumni Research Foundation, the UW Foundation, and the Wisconsin Union. Today, WAA continues to find innovative ways to aid the university and its graduates, including programs in lifelong learning, career networking, recognition and awards, and publications, such as *On Wisconsin* and *Badger Insider*.



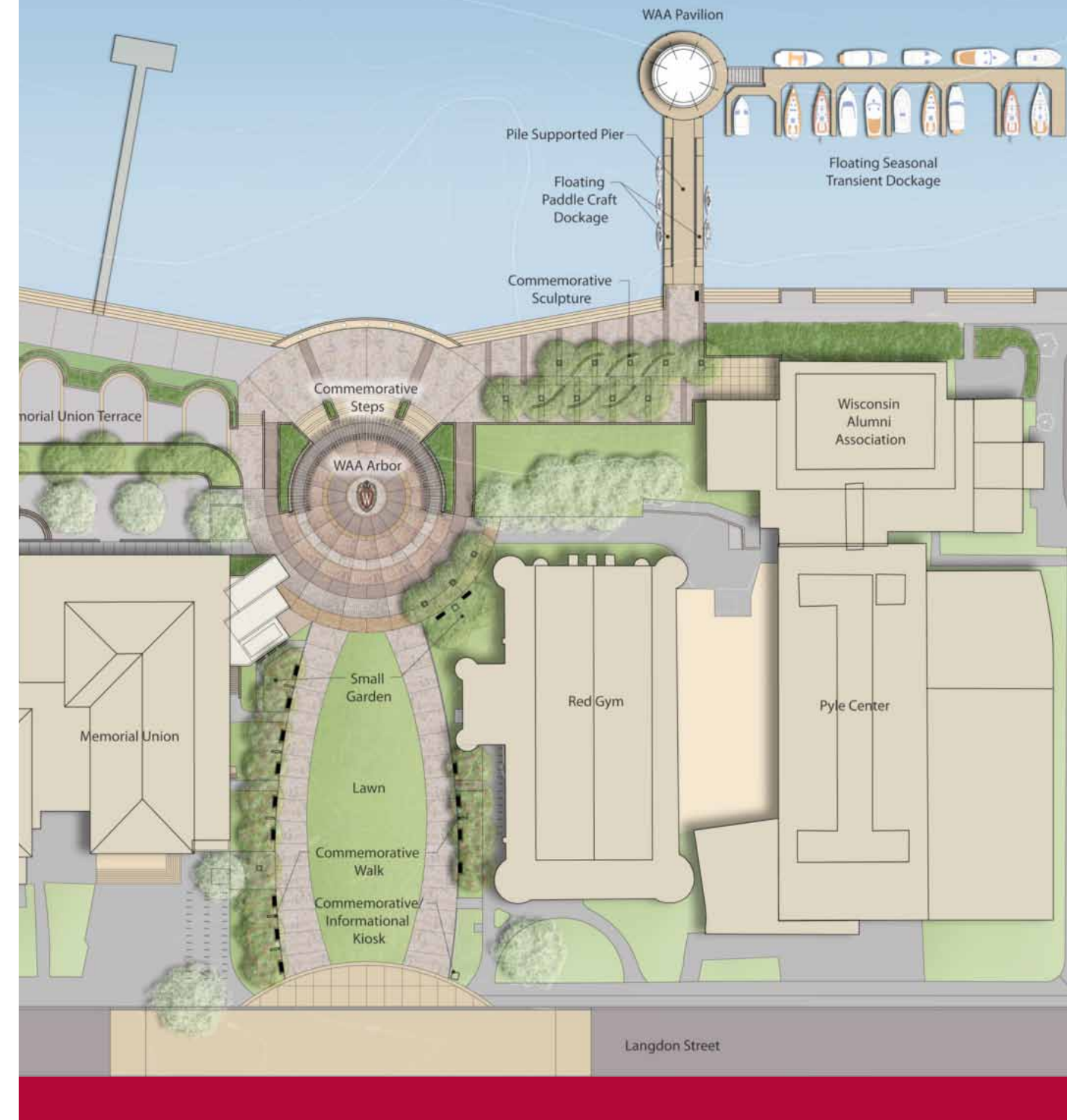
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**Alumni Park**  
 Add a piece of your soul to the Heart of Campus.