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FOR IMMEDIATE RELEASE

Big Bruin Welcome sale kicks off '23-24 academic year at UCLA Store

On Sept. 25, take 20% off BearWear, school supplies and more during the UCLA Store's Big Bruin Welcome Sale in-store at Ackerman Union, Health Sciences Store and LuValle Commons Store.

Los Angeles, Calif., Sept. 25, 2023 – Celebrate the beginning of the new academic year with Bruin gear at the [UCLA Store's](#) Big Bruin Welcome Sale. Take 20% off all BearWear, school supplies, technology accessories, room essentials and more on Sept. 25, in-store only.

The Big Bruin Welcome Sale will be live at the UCLA Store locations of Ackerman Union, Health Sciences Store (HSS) and LuValle Commons Store between the hours of 9 a.m. – 6 p.m. Enjoy discounts on items like UCLA T-shirts for game day, desk lamps and storage for new living spaces, and a great selection of headphones when ready to unwind.

“Join us for the Big Bruin Welcome Sale as we celebrate the UCLA community’s return to campus,” said Peter Poon, UCLA Store director. “We know that the start of the academic year comes with a lot of expenses. — our sale is intended to provide relief to our Bruin students, staff and faculty, helping all gear up for the exciting year ahead.”

The Big Bruin Welcome Sale is open to the UCLA community at large. The sale cannot be combined with any other discount and is limited to in-stock merchandise. Those who cannot make it to the UCLA Store, a student-run enterprise of [Associated Students UCLA](#) (ASUCLA), on Sept. 25 are encouraged to visit the Customer Service Window in Ackerman Union on Tuesday, Sept. 26 for a one-time use coupon for 20% off; the Big Bruin Welcome Sale restrictions apply.

To stay up-to date with the latest UCLA Store promotions, follow @uclastore on Instagram [here](#).

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About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student



media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.