



ASUCLA Media Contact:
Christina Manuel
ASUCLA Communications Specialist
(310) 794-8828
cmanuel@asucla.ucla.edu

Bruin Custom Print Contact:
Guy Adams
BCP Division Area Manager
(310) 825-6358
gadams@asucla.ucla.edu

FOR IMMEDIATE RELEASE

Tenth annual T-shirt contest winner named — Linsey Montgomery's Powell Cat design to be printed on T-shirts, sold at UCLA Store

Announced on Dec. 7, the winning design of the 10th annual ASUCLA T-shirt contest goes to student Linsey Montgomery for her one-of-a-kind illustration of UCLA's popular Powell Cat.

Los Angeles, Calif., Dec. 12, 2022 – Closing out a decade of the [Associated Students UCLA](#) (ASUCLA) T-shirt Design Contest with her artistic twist on a well-known UCLA feline, third-year English student Linsey Montgomery's design has been named winner of the 10th annual contest by majority UCLA student vote.

Montgomery's design features Powell Cat, a black and white cat famed by the UCLA community, with its paw stretched up and outward, completing the "o" in its name "Powell." The winner was announced by [Bruin Custom Print](#) (BCP), a division of ASUCLA, on Dec. 7.

"Almost every UCLA student awaits the day the infamous Powell Cat graces them with their presence," Montgomery stated in her T-shirt design contest submission. "My design features Powell Cat on a stack of books, a reference to the Powell Library [that] they can be seen lounging outside of."

Along with her \$1,000 UCLA Store gift card winnings, Montgomery's illustration will be printed on a T-shirt to be sold at the UCLA Store. A portion of the proceeds from the T-shirt sale will go to benefit the undergraduate and graduate student associations.

This year's T-shirt contest received an impressive 88 student entries for consideration, with nearly 1,800 votes from the UCLA community gathered between Nov. 28-Dec. 2. The contest opened for submissions in early October, with a showcase featuring all entries for the UCLA community to experience on Nov. 6.

"Thank you to all of the students who submitted an entry to the contest and participated in voting, and a big congratulation to Linsey," said Guy Adams, BCP division manager. "The artwork we received was truly a testament to the overflowing creativity UCLA students possess, and we are excited to have named yet another winner for our annual T-shirt design contest."

In its decade of unique student-created apparel, the annual ASUCLA T-shirt Design Contest stayed true to its T-shirt roots for nine of the 10 years; reimagining the contest in 2020, the



appropriate shift was made to replace the T-shirt with a face mask to meet the needs of the present day. The 2021-2022 winning T-shirt was designed by then second-year biology student Mikayla Kwok for her illustration of Joe the Bruin steering a Starship Technologies delivery robot.

Those interested in purchasing Montgomery's Powell Cat T-shirt at the [UCLA Store](#) can do so beginning in the winter 2023 quarter; it will be available both in-person and online at uclastore.com/contest.

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About Bruin Custom Print:

BCP is a custom merchandise service offered through ASUCLA and is available for hire to all student organizations, staff events, club sports and other entities on the UCLA campus. BCP specializes in T-shirts, posters, banners, embroidery, promotional products and boxes, design and licensing, printing and binding, Nike and Jordan products, and more. For more information, visit Bruin Custom Print in Ackerman Student Union, Level A, or email custom@asucla.ucla.edu.

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.