



8 days.

204 events and counting.

3 ways to reach thousands of students!

K Week is UK's fall welcome week for new students and is an opportunity for the entire University community to celebrate the start of a new school year.

- Are you a local Lexington business looking to get the word out about your services?
- Do you offer services specifically geared toward college students?
- Are you interested in helping new students feel comfortable in their new home?

If you answered “YES!” to any of these questions, here are **3 great opportunities** just for you!

### 1. K Week Prize Patrol

IMAGINE THIS! At any given time there are 8 members of the K Crew, the student leaders who assist with K Week, driving around campus on golf carts to interact with families, toss prizes to new students, and welcome everyone to the start of another great school year.

Do you have promotional materials or giveaways (t-shirts, hats, koozies, etc.) laying around in storage with nowhere to go? Are you interested in making a new student's day while advertising for your event or business? We'll gladly take your leftovers, or even new items, off your hands! **Contact the Prize Patrol at [KWeek@lsv.uky.edu](mailto:KWeek@lsv.uky.edu) to donate your items today!** (Please, only substantial items. Smaller items such as pencils, magnets, coupons, etc. may be distributed at Lex-Mart. Items will be accepted at the discretion of the Office of New Student and Parent Programs.)

### 2. K Week's UK Lex-Mart

Interested in interacting with students to spread the word about your services? For a small fee of \$100 you can participate in UK Lex-Mart, K Week's own community vendor fair. This year UK Lex-Mart will take place **Tuesday, August 25 from 11a.m.-2p.m.** You'll gain access to a 6' table in the Botanical Gardens near the UK Student Center where you can mingle with students and pass out giveaways, prizes, and information about your business. To reserve your space, please review the UK Lex-Mart guidelines and **submit your application and payment no later than Friday, August 7, 2009.** Download an application at <http://www.uky.edu/StudentAffairs/KWeek/lexMart.html>.

### 3. K Week Passport Program Prizes

All new students participating in K Week will have the opportunity to participate in the Passport Program. By attending various events they can earn stamps in their K Week Passport which, if completed, can be entered into a prize drawing at the end of K Week. By donating a large prize (valued at \$150 or more) to the program, you'll gain recognition at the drawing and could earn a free spot at UK Lex-Mart!

**Interested in participating? Contact the University of Kentucky Office of New Student and Parent Programs at [KWeek@lsv.uky.edu](mailto:KWeek@lsv.uky.edu), (859) 257-6597, or [www.uky.edu/KWeek](http://www.uky.edu/KWeek).**