



Creating the future.
Ours. Hers. Yours.

As UB Grows, So Grows Everything Around Us

Every great city or region has a great hometown university. The University at Buffalo is ours. And, it has plans to grow by 40 percent between now and the year 2020. Like a child with boundless imagination, the possibilities are limitless. UB's growth will power a new, knowledge-based economy, foster innovation and medical discoveries, tackle complex issues like health care and the environment, and ultimately improve the quality of life for the people of our community.

Leading the Way to a New Economy

Picture a time in the not too distant future when the Buffalo Niagara economy is flourishing. Well-paying jobs and prosperity abound. World class arts, culture and college sports enliven the region as never before. The population is consistently growing, property values are up and quality of life is on par with other leading cities in our nation. In short, Buffalo Niagara is a desired destination to live and work.

You may not realize it, but investing in the University at Buffalo is key to achieving this vision. Studies show that a strong University can improve the economy and quality of life in the area it resides. For our region, the University at Buffalo is that catalyst. Today, UB is a leading generator of economic activity, research pioneer and supporter of the arts. Tomorrow, with your help, it will do more.

Believing in the Future

To continue UB's growth and the corresponding benefits it provides for our region, consistent support from individuals and New York State is imperative. To inspire this involvement, a new group is taking shape: UB Believers. Comprised of diverse members of our community they share a common belief: that a stronger UB will translate to a brighter future for all of Buffalo Niagara.

With your participation, UB Believers will open new doors for the next generation of Western New Yorkers. And all of us.

About the Group

UB Believers is a new, broad-based advocacy group comprised of community members who recognize the positive impact of the University on the Buffalo Niagara region, and who are dedicated to raising awareness of its value among elected officials and policy makers.

Members will include representatives from the community ranging from individuals, community leaders and alumni, to business and labor, to parents and students, to members of UB's faculty and staff.

The group will be announced at a press event on August 7, 2007 at the New York State Center of Excellence in Bioinformatics & Life Sciences on the Buffalo Niagara Medical Campus. Once the initiative is launched, membership will be free and open to all who believe in UB's vision for the future of Western New York.

Because of your demonstrated interest in making Western New York a better place to live and work, we hope that you will help us lead this important effort. While your support will not require an extensive time

commitment, members of UB Believers will be called to action and help with a couple of specific tasks over the next year such as:

- Putting your name to a letter or e-mails to legislators,
- Reaching out personally to state elected officials,
- Attending advocacy group events,
- Publicly supporting UB whenever possible,
- Inviting your friends and colleagues to join the group as well.

Working together we can create a prosperous future for the University at Buffalo, and Western New York.

For more information, visit www.buffalo.edu/YourUB, e-mail UBadvocacy@buffalo.edu or call 716-645-2054.





Please join University at Buffalo President John B. Simpson to help announce the creation of UB Believers on Tuesday morning August 7, 2007.

Where: The New York State Center of Excellence in Bioinformatics & Life Sciences
Second Floor
701 Ellicott Street, Buffalo, NY 14203

When: Tuesday, August 7, 2007 at 10:30 a.m.

What: Press conference to announce the creation of UB Believers and how the University at Buffalo is working toward a stronger future for Buffalo Niagara.

