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GUIDE TO

MIZZOU

HOMECOMING

2008



MISSOURI TIGERS VS. COLORADO

PUBLICATION DATE: MONDAY, OCTOBER 20, 2008

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The very first homecoming celebration in America was held at MU and over the years has evolved into a week-long celebration. This year the Tigers play Colorado on Saturday, October 25th. Homecoming is a mini-vacation for alumni and family members coming to Columbia. This translates into revenue for Columbia businesses. The average family will spend over \$600 or more on lodging, eating, shopping, and celebrating during the Homecoming weekend.

The Missourian's Homecoming 2008 edition will be distributed on campus, at local hotels, nightclubs, restaurants and to Missourian subscribers (over 20,000 readers). MIZZOU Homecoming 2008 is the only **Official Homecoming** publication and is endorsed by the Homecoming Steering Committee. The section will also be distributed exclusively via the MU Alumni Assn. emailing list to alumni before they come to Columbia. Space is limited so call 882-5714.

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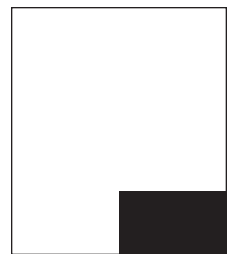
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