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Oct09

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## **Brick City's new look**

RIT's fall tradition is back for another rendition. But this time it features a new twist and even a slightly different name.

“Brick City Homecoming” is now known as “Brick City Homecoming and Family Weekend.” The minor tweak was designed to ensure the families of our students understood that this weekend is for them, too. That change, however, is certainly the most subtle of them all.

The weekend's schedule has received a face-lift, courtesy of [the debut of RIT Tigers men's hockey as the featured entertainment](#). The change wasn't easy. Making it required Brick City Chair Michelle Seger gathering a variety of campus constituents together over a year ago to figure out how to make it happen.

The group didn't want to damage any of our current traditions—the President's Alumni Ball, the Horton Distinguished Speaker Series and the College Activities Board's comedy show. So we got creative. The comedian moved to Friday night at a later time (9 p.m.), allowing those who wanted to attend both the ball and the comedy show to potentially do so (granted, with some difficulty). The Horton Speaker moved from its traditional Saturday afternoon time slot, to Saturday at 11 a.m. And the hockey game slid into the weekend's primetime slot: 7:05 p.m. Saturday at downtown Rochester's Blue Cross Arena.

The one thing the group wanted to make happen that didn't come to fruition was a major “pep rally” to help send the team off to the Blue Cross Arena. With the weekend already packed with activity, it was difficult to find a group of organizers who had the time to pull off another major event. Oh, well. Maybe next year.

Early results are positive. Comedian Jim Gaffigan's performance is sold out. All indications are that the President's Alumni Ball will have another successful year. Student Government is eager to bring Wikipedia founder Jimmy Wales to campus. And an orange-filled Blue Cross Arena will be THE place to be in Rochester Saturday night as the Tigers take on Colgate.

Enjoy the weekend and go Tigers!

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