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**FOR IMMEDIATE RELEASE**

**Matafest Bringing “Road Trip” Experience  
to the University Student Union**

Northridge-The University Student Union invites all CSUN students to come on over to Matafest 2015 on Wednesday, Aug. 26 from 11 a.m. to 2 p.m. and 4 to 7 p.m. on the USU’s Plaza del Sol. This year’s USU open house celebration to start the fall semester will be a fun “Road Trip” featuring all kinds of useful information for new and returning Matadors. Students can easily navigate through the wide range of offerings to learn all about the services and opportunities available at the USU and across the campus. Grab your shades and bring your friends to experience everything the USU’s “Road Trip” has to offer—including sunshine, tasty treats and awesome performances.

“This year’s Road Trip theme will transform the Plaza del Sol at the USU into a fun adventure,” said USU Events Assistant, Trevor Cole. “Matafest is a great way for students to check out everything the USU has to offer, hang out with friends, meet new people and experience the fun stuff you would encounter on a road trip.”

Every CSUN student is encouraged to enjoy all the free entertainment, free food, giveaways and activities along with an opportunity to gain insight and knowledge about the USU and its extensive resources and job availabilities.

**UNIVERSITY STUDENT UNION**

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Matafest includes two convenient sessions on Wednesday, Aug. 26. It starts from 11 a.m. to 2 p.m. and then resumes that evening from 4 to 7 p.m. on the USU's Plaza del Sol. During the first session, you can pick up a Matafest Passport and collect Passport Punches to be entered in a raffle for a chance to win a \$500 Matador Bookstore gift card or an iPad. You can collect Passport Punches by interacting with various departments throughout the event. Raffle winners for the gift card and iPad will be announced during the first session. During the second session from 4 to 7 p.m., students can enter a raffle to win a free CSUN Parking Pass for the Fall 2015 semester.

While you're there, you can treat yourself to free chili cheese hot dogs, popcorn and Italian shaved ice while supplies last. Activities will include caricature artists, a photo booth, games and a craft corner where you can create own license plate. Both sessions will feature great music spun by live DJ Alex Ortiz. The second session will also include live performances by Christie Huff and Jesse Macleod.

For more information about Matafest 2015, please contact USU Events Assistant, Trevor Cole at [trevor.cole.743@my.csun.edu](mailto:trevor.cole.743@my.csun.edu) or USU Event Supervisor, Randy Sorensen at [randy.sorensen@csun.edu](mailto:randy.sorensen@csun.edu).

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*The University Student Union (USU) is committed to inclusion, diversity and personal growth for all students while providing services such as study areas, a computer lab, TV lounge, games room and wireless printing kiosks in addition to a variety of food options and a wide range of events. The USU includes the Student Recreation Center, Oasis Wellness Center, Pride Center and Veterans Resource Center. To learn more, please visit [www.csun.edu/usu](http://www.csun.edu/usu).*