

The Magazine of the Mizzou Alumni Association

# MIZZOU

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## Happy Birthday, Mizzou

**The University of Missouri celebrates its 175th birthday at the MU Student Center.**

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*Photos by Nicholas Benner*

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**M**izzou students, faculty, staff and Columbia community members officially kicked off the 175th anniversary of the University of Missouri's founding Feb. 11, 1839, today at the MU Student Center. The birthday party festivities included a brief program featuring MU Chancellor R. Bowen Loftin; Gary Link, special assistant to the MU athletic director; Jake Wright, Graduate Professional Council president; Mason Schara, Missouri Students Association president; Mini Mizzou; Golden Girls and Truman the Tiger. The ceremony opened with MU's 2014 TV commercial, which was created with the help of American Advertising Federation Hall of Fame member Jack Smith, BA '62.

## Mizzou 175th Anniversary TV Spot





Represented by town and gown, the community gathers in the MU Student Center to celebrate the University of Missouri's 175th birthday.



Mizzou Forte, the premier co-ed a cappella group, leads the audience in singing happy birthday to Mizzou while Cindy Mustard, BA '65, one of MU's founding family representatives, lights the candles on a large cake of Jesse Hall and the Columns.





Truman the Tiger bursts through a large paper banner during the birthday festivities in the MU Student Center.



Truman, Chancellor R. Bowen Loftin and Cindy Mustard blow out the candles on Mizzou's birthday cake.





Once the candles are blown out, streamers shower attendees.



Streamers rain down from the ceiling as Mini Mizzou and the Golden Girls perform.





Kelly Higgins, a senior nutritional science major from Jefferson City, Mo., left, and Chelsea Nichols, a senior biology major from Springfield, Mo., write their birthday wishes for Mizzou and hang them on wishing trees near the entrance to The Mizzou Store.



Birthday party attendees dig into a 3-D cake featuring Jesse Hall and the Columns.





Three key leaders — Chancellor Emeritus Richard Wallace, Chancellor Emeritus Brady J. Deaton and current Chancellor R. Bowen Loftin — pose after the ceremony.



The Mizzou Store staffers hand out free T-shirts to those who attended the 175th anniversary event.





The official kickoff party celebrating the University of Missouri's founding Feb. 11, 1839, included popular giveaways, birthday cake, and tiger stripe ice cream.

**Topics:** [Academics](#), [Alumni](#), [Community](#), [History](#), [News](#), [Web Exclusives](#)

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