

Pop-ups: Original Penguin Pops Up On College Campuses

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Original Penguin Clothing by Munsingwear kicked off a partnership on April 8 with American Collegiate Intramural Sports (ACIS) to bring the lifestyle brand to 20 college campuses all over the U.S. Penguin will tap into ACIS's existing infrastructure and staff to promote the pop-ups while helping out local charities.



The pop-ups will be in place for two to three days on each campus, giving away Penguin gifts and selling Penguin clothes, all the while driving traffic to Penguin's website, penguinclimbing.com. Each pop-up will have a charitable partner that will do pre-promotion and provide on-site staffing. In return, Penguin is donating t-shirts to the charity to sell

as a fundraiser. Students who make a purchase will get a free backpack or music CD and everyone who attends will get a chance to enter a sweepstakes for a \$100 Penguin gift card and a grand prize trip for two to Miami Beach, \$1,000 cash and a \$1,500 shopping spree at the Original Penguin retail store.

"We want to work directly with the consumer and really have that intimate relationship with them," Jason Gallen, vp-retail/ecommerce at Original Penguin, told Buzz. "We're a heritage brand, an authentic brand and people want to participate with that type of brand versus the fast food, quick turn fashion brands that have populated the market for the past few years."

The roster of schools includes California State Long Beach, Cornell University, Hofstra University, Ohio University, University of Nevada Las Vegas, University of Massachusetts, Xavier University and Temple University.