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Photo 1 Photo by Sarah Dean

For immediate release

Ouachita Student Foundation sets news Tiger Tunes fundraising record

By Anna Rousset

November 16, 2023

For more information, contact Ouachita's Office of Communications & Marketing at comm-mark@obu.edu or (870) 245-5206.

ARKADELPHIA, Ark.—The Ouachita Student Foundation raised more than \$205,000 during Tiger Tunes 2023, surpassing its \$200,000 goal and securing the most money raised in one year by the event. Held each year in Jones Performing Arts Center during the university's Homecoming weekend, Tiger Tunes is a song and dance production that parodies popular music as a competition among student organizations.

The money was raised by ticket sales from five sold out shows Sept. 27-30; a sponsorship with Two Rivers Credit Union in Arkadelphia; \$10,000 in proceeds from a silent auction; and more than \$11,000 in People's Choice donations. Tiger Tunes is OSF's flagship fundraising effort for the year as they work to raise money for scholarships for upperclassmen seeking to remain enrolled at Ouachita despite personal hardships.

Launched in 1978, Tiger Tunes celebrated its 45th anniversary this year under the leadership of Joey Whisenhunt, a senior business administration/entrepreneurship and finance double major from Conway, Ark., who serves as special events director for OSF.

"From the first directors' meeting in March, I knew it would be a record-setting Tiger Tunes," Whisenhunt said. "The 29 directors from 11 campus clubs and organizations poured their creative minds into the

show, making it what many have referred to as the best Tiger Tunes to date. This year's Tiger Tunes hosts led by Allie Graves was a special group and made the show a truly memorable experience."

See the 2023 Tiger Tunes hosts' performances at obu.edu/tuneshosts2023.

Whisenhunt said the show's record-setting \$200,000+ proceeds raised for student scholarships "is a testament to the enthusiasm among students for helping peers on campus."

When student scholarships are awarded in Spring 2024, OSF will have provided more than \$2 million in scholarships since the organization began in 1974. OSF mobilizes sophomores, juniors and seniors through committees that serve the university in student recruitment, philanthropy, and fundraising & finance, in addition to special events – which takes the lead on Tiger Tunes and Ouachita's other annual signature event, Tiger Traks. All their efforts support their goal of raising scholarship funds for their peers.

"This year's show was so fun to put together with our amazing team of student leaders, clubs, hosts and technical crew," said Jon Merryman, director of alumni relations and OSF. "From the Xyloband lanyards to the outstanding club shows, our surprise songs each night and our extremely talented hosts – it was a memorable celebration of 45 years of Tiger Tunes. If you're in JPAC for another event and see a piece of confetti fall, we hope you'll 'remember this moment' and how much fun this year's show was!"

OSF will celebrate 50 years of "students helping students" in 2024, beginning with a campus gala on Feb. 10 and culminating in a celebration at Tiger Tunes Oct. 9-12. For more information about OSF, Tiger Tunes or the anniversary celebrations, visit obu.edu/osf or contact Jon Merryman at merrymanj@obu.edu or (870) 245-5111.