

Throughout the Halls – Throughout the Years: 50 Years on Towson Campus

The Calvert Hall community will celebrate the 50th Anniversary of the school's move to Towson throughout the 2010-11 school year. Events will highlight the last 50 years on La Salle Road as well as the 166-year history of Calvert Hall, the first Christian Brothers school in the United States.



- Family Day – Saturday, September 18, 2010
- Mass of the Holy Spirit & Reception – Tuesday, September 21, 2010
- Class of '58 "Old Hall" Plaque Dedication – Sunday, October 31, 2010
- Open House – Sunday, November 14, 2010
- 3rd Annual Young Alumni Luncheon – Wednesday, November 24, 2010
- 104th Annual Homecoming – Wednesday, November 24, 2010
- 2nd Annual Alumni Weekend – Friday – Sunday, March 25-27, 2011
- Parents' Club Annual Fashion Show – Sunday, April 3, 2011
- 50th Year in Towson Gala – Saturday, May 14, 2011

We hope you can join us throughout the 2010-11 school year to celebrate Calvert Hall's 50th Anniversary in Towson. For more information and updates throughout the year, log onto www.calverthall.com/50

Special Advertising Supplement

October 14, 2010

Calvert Hall College High School
Men of Intellect, Men of Faith, Men of Integrity



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Clockwise from upper left: A post card listed the major activities scheduled for the anniversary year; The Baltimore Catholic Review issued a special edition to mark the anniversary; "Old Hall," the school's location from 1891 to 1960; the family fun fair returned after an absence of several decades.

Calvert Hall College High School Uses Anniversary to Reflect on the Importance of the School and to Create Increased Awareness

50-year commemoration of a move provides impetus for year-long celebrations

Douglas Heidrick

Throughout the 2010-11 school year, Calvert Hall College High School is celebrating the 50th anniversary of the school's move from the "Old Hall," its campus on Cathedral and Mulberry Streets in downtown Baltimore from 1891 to 1960, to the "New Hall," its current location on La Salle Road in Towson, Maryland. The first Christian Brothers' school in the United States, Calvert Hall has provided young men from diverse backgrounds with a Catholic education in the Lasallian tradition for 166 years.

Planning for the celebrations began in February 2010 when a committee was formed that included administrators, faculty, parents, alumni and current students. The committee, which was created by the school's president, De La Salle Christian Brother Thomas Zoppo, was tasked with creating new events for the year or highlighting current events that would be symbolic of the school's history and its sense of community.

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The committee met monthly for the remainder of the school year and decided to organize a contest for the current students to suggest the theme for the celebration. "Throughout the

Halls...Throughout the Years," an entry submitted by senior Connor Prematta, was selected as the overall theme.

A logo was created and incorporated into the marketing, advertising and promotional materials for events throughout the year. The school calendar, student directory, T-shirts, mugs, balloons, buttons and banners around campus all display the logo. Each year, the school's student council also selects a theme. This year, they choose, "It's a Golden Time to Be a Cardinal" to coincide with the 50th anniversary celebrations.

At their meetings, the 50th anniversary committee reviewed the school calendar and added several special events, including Family Day in September and a 50th Year in Towson Gala in May 2011. Many existing events, such as the Mass of the Holy Spirit, Open House, third annual Young Alumni Luncheon, 104th annual Homecoming, second annual Alumni Weekend and the Parents' Club Fashion Show, also promote the anniversary while celebrating the tradition of The Hall.

Family Day Returns

Family Day, an event that was popular in the 80s at Calvert Hall, returned to the calendar this year and was the

first school-wide event to kick-off the anniversary celebration. More than 2,000 people flocked to campus for a day that showcased Calvert Hall's academic program, fine arts, activities and athletics and also included a flea market, games, contests and concessions.

The Mass of the Holy Spirit was celebrated by Most Rev. Edwin F. O'Brien, Archbishop of Baltimore, and celebrated by alumni priests from Calvert Hall. Alumni from the classes of 1961 to 2010 representing each class to graduate from the Towson campus processed in front of the current student body to begin the liturgy.

On the date of the liturgy, members of the media were invited to join the Calvert Hall community for Media Day. Media representatives attended the Mass, took a campus tour and were given information about upcoming events to celebrate the 50th year in Towson. Media outlets covered the event, including the Catholic Review, Towson Times, Style Magazine, Examiner.com and Lasallian Link, the official Facebook page for Lasallians in the United States and Toronto Region administered by the Christian Brothers Conference in Washington, D.C. The Archdiocese of Baltimore ran features and photos about the 50th anniversary events. WMAR-TV in Baltimore produced a halftime feature about Calvert Hall's anniversary for their broadcast of the Turkey Bowl, an annual football game between Calvert Hall and Loyola Blakefield at M&T Bank Stadium, home of the Baltimore Ravens. In its 91st year, the Thanksgiving Day football game is among the oldest continuous rivalries in the United States.

Special Diocesan Newspaper Supplement

Other marketing for the 50th anniversary included a four page supplement in the Archdiocese of Baltimore's Catholic Review on October 14, 2010. This publication was written by members of the admissions and institutional advancement offices and administrators at Calvert Hall and highlighted the past, present and future of The Hall. Features included "Ground for New Calvert Hall Purchased," which first appeared in the January 27, 1956, edition of The Hall, Calvert Hall's student

newspaper; "St. John Baptist de La Salle and the Christian Brothers," an article about the brothers who conduct Calvert Hall and their patron and "The Calvert Hall Experience," an article about

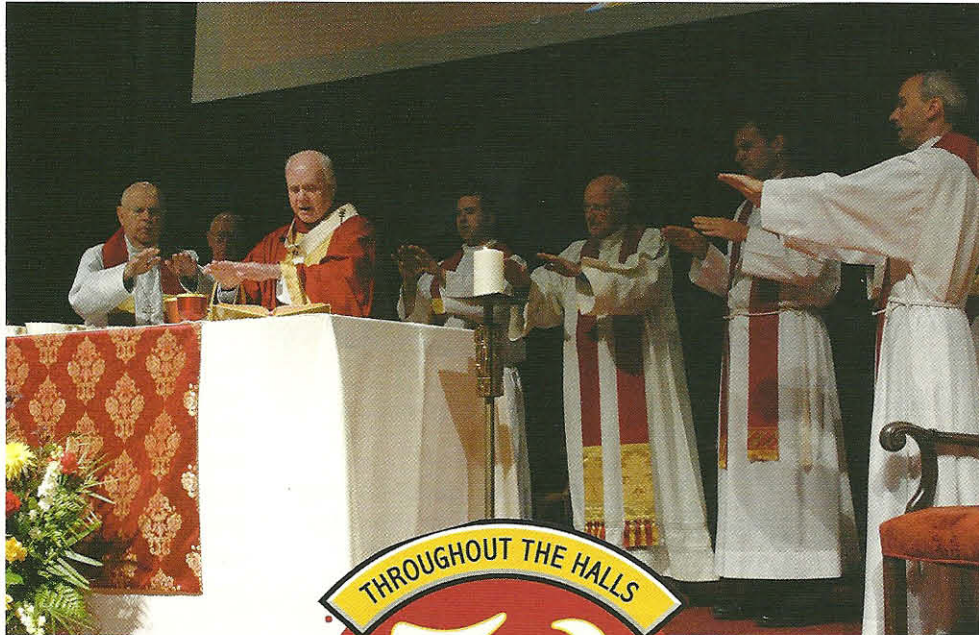
how Calvert Hall continues each day to produce "Men of Intellect, Men of Faith and Men of Integrity." A timeline for the "New Hall," quotes from former and current students about their experiences at Calvert Hall and a 50th anniversary calendar of events were included in the special supplement.

The school created a page (www.calverthall.com/50) on its Web site (www.calverthall.com) that includes updates on each event as well as a photo gallery. A "50 Years in Towson" postcard with dates for the events scheduled during the year-long celebration was mailed to all of the school's constituents and updates about the anniversary can be found on the school's Facebook and LinkedIn pages. The Cardinal, the school's magazine, included profiles about the people and events that have made an impact at Calvert Hall over the last 50 years.

Remembering the Old Site

After the old school building was razed, the Archdiocese of Baltimore erected the Catholic Center on the site. The Calvert Hall Class of 1958, one of the last graduating classes at the "Old Hall," acquired permission to erect a commemorative plaque at this location. A Mass at the Basilica of the Assumption of the Blessed Virgin Mary preceded the plaque dedication.

The plaque reads, "In 1845, the De

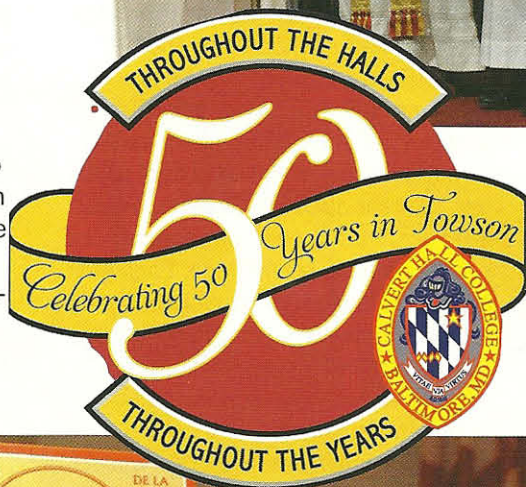


The marquee event of the golden anniversary celebration will be the "50th Year in Towson" gala, a black tie-optional gathering on campus on May 14, 2011, the day before the traditional feast of St.

John Baptist de La Salle. Open to the school community as well as benefactors and friends of Calvert Hall, the gala will include an alumni art gallery, alumni entertainment and food prepared by alumni caterers. Guests will be able to participate in live and silent auctions as well as purchase commemorative wine bottles that include raffle numbers to win a selection of prizes. Tickets will be sold and local businesses have the opportunity to sponsor the event.

Faculty, students, parents, alumni and friends often reflect on the importance of Calvert Hall in the Baltimore community for 166 years and in Towson for the past 50 years. The school has capitalized on this unique opportunity to bring added awareness to the school and the many facets of a Calvert Hall education. The 2010-11 school year is a significant year in the ongoing history of Calvert Hall as the school continues to celebrate "Throughout the Halls... Throughout the Years." ●

Douglas Heidrick is director of communications at Calvert Hall College High School, a private Catholic high school for young men located in Towson, Maryland. He is a 1989 graduate of Calvert Hall and has served in this role since October 2001 (heidrickd@calverthall.com).



Top: Archbishop Edwin O'Brien of Baltimore presided at the Mass of the Holy Spirit, which was concelebrated by alumni priests. Middle: Senior Connor Prematta submitted "Throughout the Halls, Throughout the Years" as the winning theme for the anniversary year. Bottom: A display during the Mass of the Holy Spirit held symbols of the school's La Sallian heritage.

CALVERT HALL COLLEGE HIGH SCHOOL PHOTOS

La Salle Christian Brothers established their first permanent foundation in the United States in Baltimore, at a school that became Calvert Hall College. The school occupied a building on this site from 1891-1960, when it moved to its current location in Towson, Maryland."