

**UCLA**

**JACKIE ROBINSON**

●●● UCLA 1939-1941

THE FIRST MAN TO BREAK THE COLOR  
BARRIER IN MAJOR LEAGUE BASEBALL

**WHEN  
BASEBALL  
WOULDN'T  
LET HIM IN,  
HE REFUSED  
TO BE OUT.**

WHAT BARRIER WILL YOU BREAK?

**UCLA**

[ucla.edu/optimists](http://ucla.edu/optimists)





**ANNA LEE FISHER**  
UCLA CLASS OF '59  
THE FIRST WOMAN TO REACH  
THE WEST COAST IN 1962

**SOME  
WORKING  
MOMS LOVE  
THEIR  
COMMUTE.**

WHAT NEW HEIGHTS WILL YOU REACH?

UCLA  
ucla.edu/advertising

**JACKIE ROBINSON**  
UCLA CLASS OF '48  
THE FIRST MAN TO BREAK THE COLOR  
BARRIER IN MAJOR LEAGUE BASEBALL

**WHEN  
BASEBALL  
WOULDN'T  
LET HIM IN,  
HE REFUSED  
TO BE OUT.**

WHAT BARRIER WILL YOU BREAK?

UCLA  
ucla.edu/advertising

**ARTHUR ASHE**  
UCLA CLASS OF '59  
THE ONLY MAN OF COLOR TO WIN  
WIMBLEDON, THE U.S. OPEN AND  
THE AUSTRALIAN OPEN

**HIS SERVICE  
WENT FAR  
BEYOND  
THE COURT.**

WHERE WILL YOUR GREATEST  
VICTORIES TAKE PLACE?

UCLA  
ucla.edu/advertising

**RALPH BUNCHE**  
UCLA CLASS OF '31  
THE FIRST PERSON OF COLOR  
TO WIN THE NOBEL PRIZE

**HE PROVED  
YOU DON'T  
HAVE TO  
COME FROM  
PRIVILEGE TO  
BE CONSIDERED  
NOBEL.**

WHAT WILL BE YOUR GREATEST HONOR?

UCLA  
ucla.edu/advertising



# SOME WORKING MOMS LOVE THEIR COMMUTE.

WHAT NEW HEIGHTS WILL YOU REACH?

**UCLA**

[ucla.edu/optimize](http://ucla.edu/optimize)

**CKIE ROBINSON**

UCLA 1939-1941  
FIRST MAN TO BREAK THE COLOR  
BARRIER IN MAJOR LEAGUE BASEBALL

**EN**

**M  
TH**



**RALPH BUNCHE**

●●● UCLA CLASS OF '27

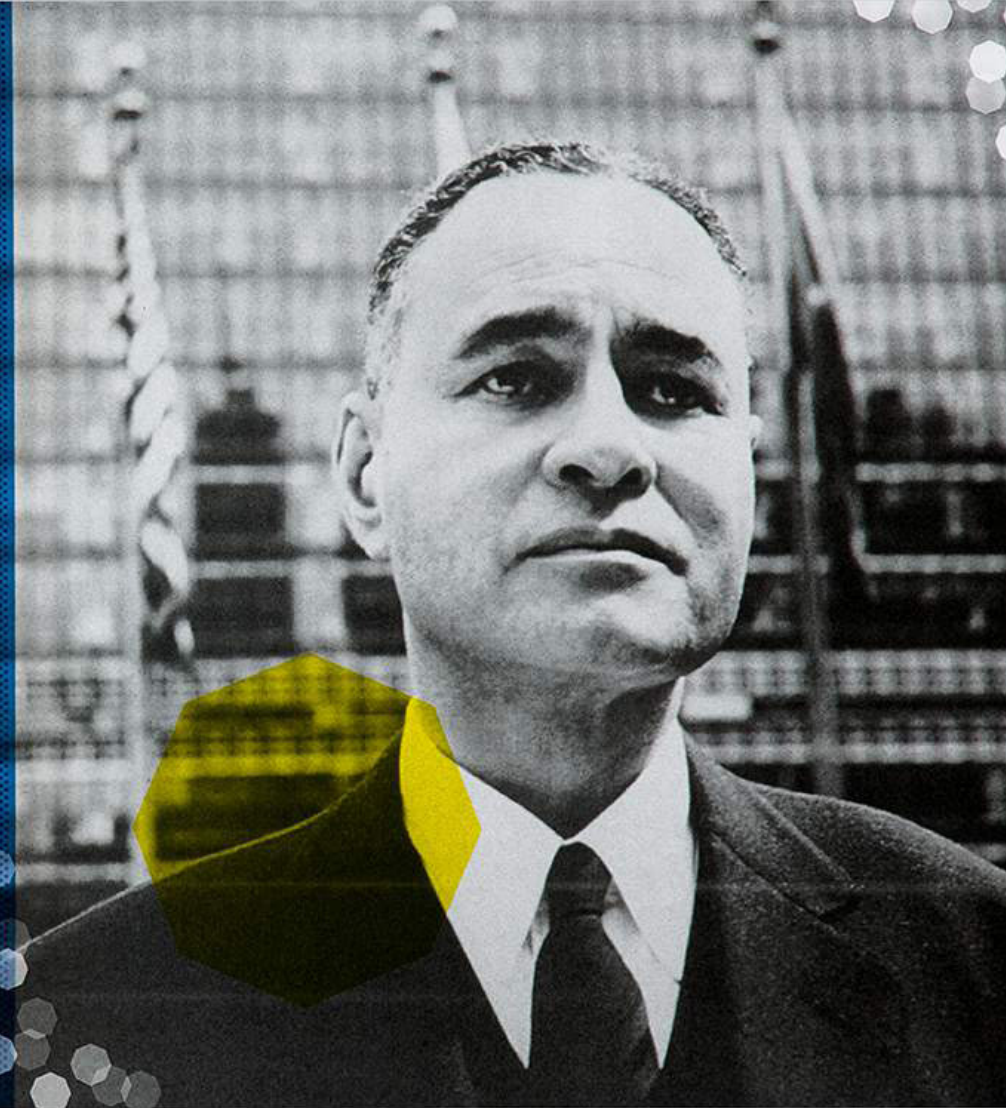
THE FIRST PERSON OF COLOR  
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WHAT WILL BE YOUR GREATEST HONOR?

**UCLA**

[ucla.edu/optimists](http://ucla.edu/optimists)





There are people who see things as they are. And there are those who see things as they could be. For nearly a century, UCLA has been home to the dreamers. People come to these sun-drenched grounds not to be famous but to be great. They become innovators and influencers. Groundbreakers and nation builders. The ones who change the game, the hearts and minds, and the world. **WELCOME TO THE CLASS OF OPTIMISTS.**



**AGNES DE MILLE**  
CLASS OF 1926



**ANNA LEE FISHER**  
CLASS OF 1971, MD 1976, MS 1987



**FRANCIS FORD COPPOLA**  
MFA 1967



**OBO GINN**  
CLASS OF 1975



**JACKIE JOYNER-KERSEY**  
CLASS OF 1985



**JACKIE ROBINSON**  
UCLA 1939-1941



**JAMES DEAN**  
UCLA 1951



**JAMES FRANCO**  
CLASS OF 2004



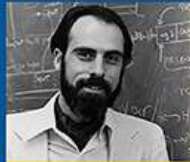
**JAMES HORNER**  
MFA 1976



**JOHN WOODEN**  
BASKETBALL COACH 1948-1975



**RALPH BUNCHE**  
CLASS OF 1927



**VINTON CERF**  
MS 1970, PHD 1972

... UCLA ...  
**THE OPTIMISTS**

There are people who see things as they are. And there are those who see things as they could be. For nearly a century, UCLA has been home to the dreamers. People come to these sun-drenched grounds not to be famous but to be great. They become innovators and influencers. Groundbreakers and nation builders. The ones who change the game, the hearts and minds, and the world. **WELCOME TO THE CLASS OF OPTIMISTS.**



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CLASS OF 1926



**ANNA LEE FISHER**  
CLASS OF 1971, MD 1976, MS 1987



**FRANCIS FORD COPPOLA**  
MFA 1967



**FRANCIS FORD COPPOLA**  
MFA 1967

**HE TOOK A STAND THAT KEPT US IN OUR SEATS.**

Writer, director and producer, Francis Ford Coppola is in the pantheon of great American filmmakers. He is the poster boy for New Hollywood—a movement that brought about unconventional ideas that challenged contemporary filmmaking. His films have pushed the envelope in every way. With *The Godfather*, he redefined the gangster flick from a simple, violent spectacle to a portrayal of monsters with psychological depth and complexity. In *Apocalypse Now*, he risked financial disaster to give us not only one of the most haunting, lasting visions of the Vietnam War, but captured the sentiment of an entire nation. At UCLA, he earned a Master of Fine Arts in Film and would go on to epitomize the ethos of UCLA's School of Film, Theater and Television, that you can achieve great commercial success, but do it with a core of independence and the passion of a personal filmmaker.

**HOW WILL YOU CHANGE PEOPLE'S VIEWS?**

Images from Hearts of Darkness: A Filmmaker's Apocalypse, copyright 1991 20th Productions. All Rights Reserved. Images from "Close Up on The Commencement", copyright 2017 Zestage Productions. All Rights Reserved.



# LET THE RE BE...

The CENTENNIAL Campaign for **UCLA**



LET  
THERE  
BE **BROKEN  
BARRIERS**

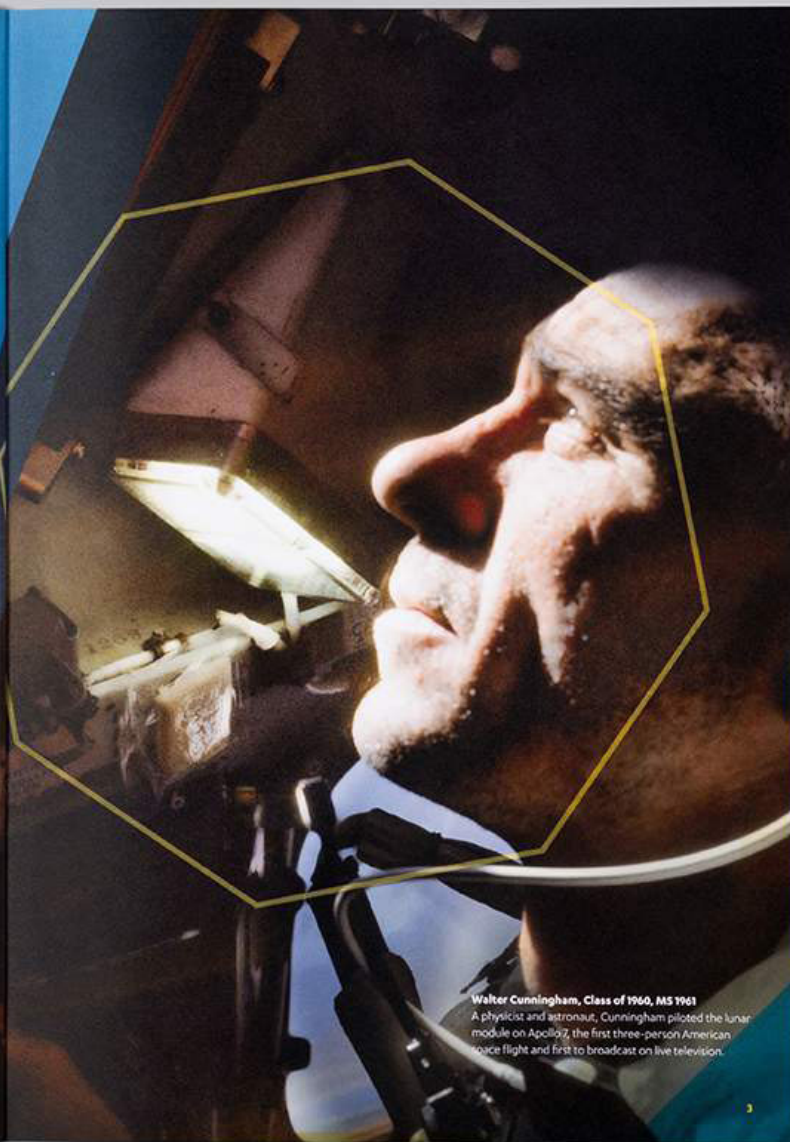
Let there be boundaries.  
Let there be hurdles.  
Let there be obstacles to overcome.  
Where some see a barrier,  
we see a new frontier.

**W.M. Keck Observatory on the summit of Mauna Kea**

Here UCLA astronomers have access to the world's largest telescopes. That's how Andrea Chee measured the orbits of stars to prove the existence of a monstrous black hole in the center of the Milky Way. Back on campus, James Larkin and the Infrared Laboratory for Astrophysics is at work on the IRIS imaging spectrograph for the Thirty Meter Telescope, destined to be the most advanced and powerful optical telescope in the world.

2

UCLA



**Walter Cunningham, Class of 1960, MS 1961**

A physicist and astronaut, Cunningham piloted the lunar module on Apollo 17, the first three-person American space flight and first to broadcast on live television.

3









ANCER IS JUST A WORD.  
NOT A SENTENCE.



ADVANCE

**Owen Witte, M.D., Director, Broad Stem Cell Research Center**  
A member of President Obama's Council on Bioethics, Witte has done breakthrough research on human leukemia and organoids for stem cells. Under his leadership, researchers at the Broad Stem Cell Research Center are developing treatments that use the body's own cells to regenerate healthy tissue. Clinical trials are already underway.

The Eli & Edythe Broad Center of Regenerative Medicine & Stem Cell Research at UCLA is at the forefront in the field of cellular therapeutics—cell-based approaches for tissue repair. It's more than just creating cells. It's creating the new building blocks of medicine.

Developing treatments like an immune response to melanoma—where the body actually seeks out and destroys malignant tumor cells—is just one of the clinical trials currently underway. From once-only tiny treatments to regenerating damaged cardiac tissue to the only active stem cell-based clinical trial for macular degeneration treatment, we are taking discoveries from the laboratory to the patient's bedside.

Stem cell research at UCLA is creating breakthroughs that translate to treatments that come from within our own bodies. So we can move away from invasive surgery or powerful drugs. It's medicine, personalized. It's life with a second chance.



**W.M. Keck Observatory**  
Here UCLA astronomer James Larkin and Thirty Meter Telescope









dialysis may keep patients alive, but are they really living?

THREE TO FIVE HOURS A DAY, THREE DAYS A WEEK—THAT'S the amount of time the average kidney-disease sufferer spends hooked up to a dialysis machine.

Enter Drs. David B.N. Lee and Martin Roberts, professors of clinical medicine at David Geffen School of Medicine at UCLA. Wanting to not only improve patients' health but their quality of life as well, they created an artificial wearable kidney. Worn as a belt underneath one's clothing, patients were now free from hospital beds, blood thinners and the general servitude of traditional treatment.

Who would have thought wearing your kidneys on your belt would help you follow your heart?



## Ironically, Our Health Depends On You



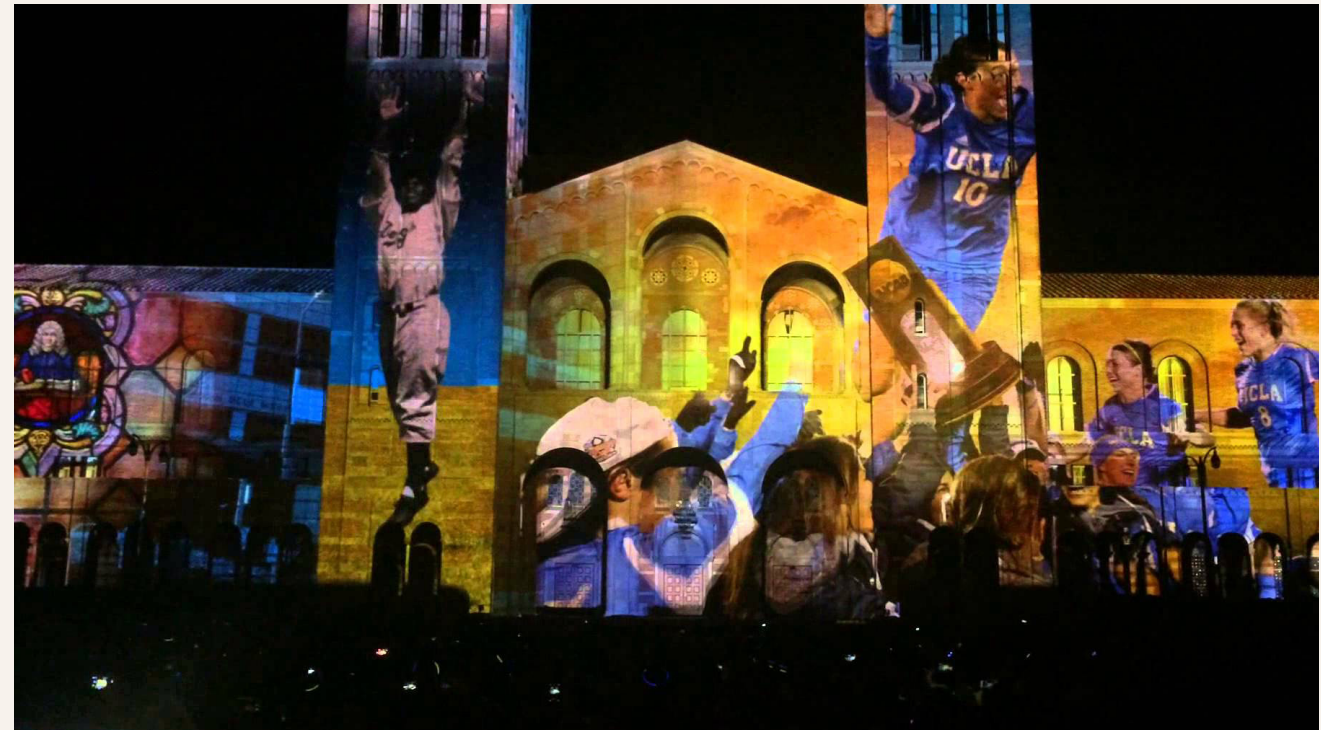
UCLA Health Systems strives to create a level of care that transcends the usual impediments that modern health providers face. We would never want to hinder innovation like the wearable kidney or the first device that delivers transplant organs warm and beating because of a lack of facilities. Or be unable to create a children's unit that set the standard for all others because of funding shortages. Or not take on the difficult cases like complicated surgeries, transplants or cancer protocols because we were unable to attract the best minds in the field.

The reason we are able to do what we do is because of you. Partnerships are a crucial part in building a healthcare system reflective of the city it serves. One that is always thinking ahead. Always pushing forward. Always a beacon for what's possible when we really care.















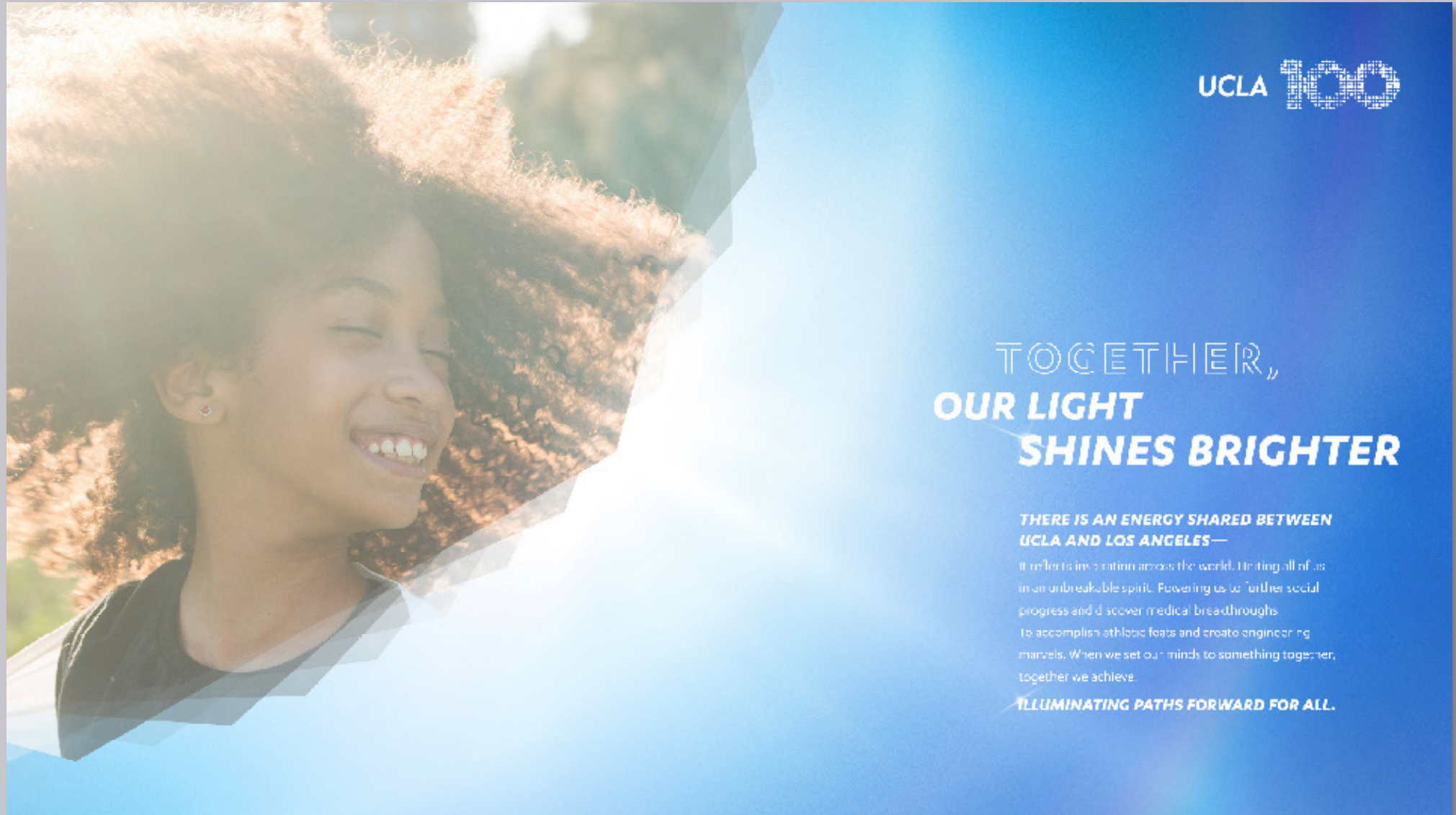


100 YEARS PAST **LIGHT YEARS AHEAD**

UCLA **100**

**OUR CENTENNIAL, A MOMENT TO CELEBRATE 100 YEARS.**

100 years of persisting towards a greater future for all. 100 years of a radiant vision that makes the world a far brighter place. One century of turning obstacles into great leaps forward. And while we celebrate yesterday, we advance tomorrow.



UCLA 100

TOGETHER,  
**OUR LIGHT  
SHINES BRIGHTER**

***THERE IS AN ENERGY SHARED BETWEEN  
UCLA AND LOS ANGELES—***

It reflects innovation across the world, uniting all of us in an unbreakable spirit. Powering us to further social progress and discover medical breakthroughs. To accomplish athletic feats and create engineering marvels. When we set our minds to something together, together we achieve.

***ILLUMINATING PATHS FORWARD FOR ALL.***













UCLA 100 CENTENNIAL CELEBRATION

# CITY OF BRIGHT

**FROM LOS ANGELES TO THE WORLD,**  
COME TOGETHER FOR UCLA'S CITY OF BRIGHT.  
YOU'RE INVITED TO SHARE IN 100 YEARS OF RESILIENCE AND  
PROGRESS DURING THIS INTERACTIVE EXPERIENCE FOR ALL.  
CELEBRATE OUR IMPACT ACROSS EVERY COMMUNITY  
FROM THE SAN FERNANDO VALLEY TO THE SOUTH BAY.

SEPTEMBER 21, 2019    [UCLA.EDU/100](http://UCLA.EDU/100)



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UCLA



LIGHTING THE WAY



**LET THE CITY  
BEFORE YOU  
INSPIRE**

UCLA **100**  
CENTENNIAL CELEBRATION

*FROM HERE, YOU CAN SEE THE EXPANSE OF THIS  
GREAT CITY OVER FOUR MILLION ANGELINOS CALL HOME.  
UCLA WAS FOUNDED FOR THEM.  
FOUNDED TO PUSH FARTHER, TURNING EVERY FAILURE  
ALONG THE WAY INTO A SUCCESS SHARED BY ALL.*

[UCLA.EDU/100](http://UCLA.EDU/100)



UCLA

UNIVERSITY OF CALIFORNIA, LOS ANGELES









# BRUINS. A WHOLE DIFFERENT animal.

## WE ARE NOT THAT UNIVERSITY.

We refuse the status quo. We think above the consensus. When the world says "no"—we say "no problem."

This may sound optimistic, but don't confuse this optimism with being naive. Naivete is believing without knowing all the facts. Optimism is believing in spite of them.

Optimism allows us to see past the current landscape; it breaks barriers and propels great leaps forward. It's the realization that before something becomes a reality, it starts out as a dream. That's why makers are bound to the present and OPTIMISTS ARE FREE TO DEFINE THE FUTURE.

This perspective resonates with a certain type of student—those who don't change the world by closing themselves off in an academic bubble. They engage with it. Work together. And push forward from all angles. Not because they know they can, because they believe they must.

You'll find we are not just honour students or team captains. Nor are we just student leaders or community activists. We are *stun* all these things. And more. Excellence across the board is one of the few things UCLA's collection of radically diverse individuals is single-minded about.

We are active. Passionate. And perhaps, *YOU*.

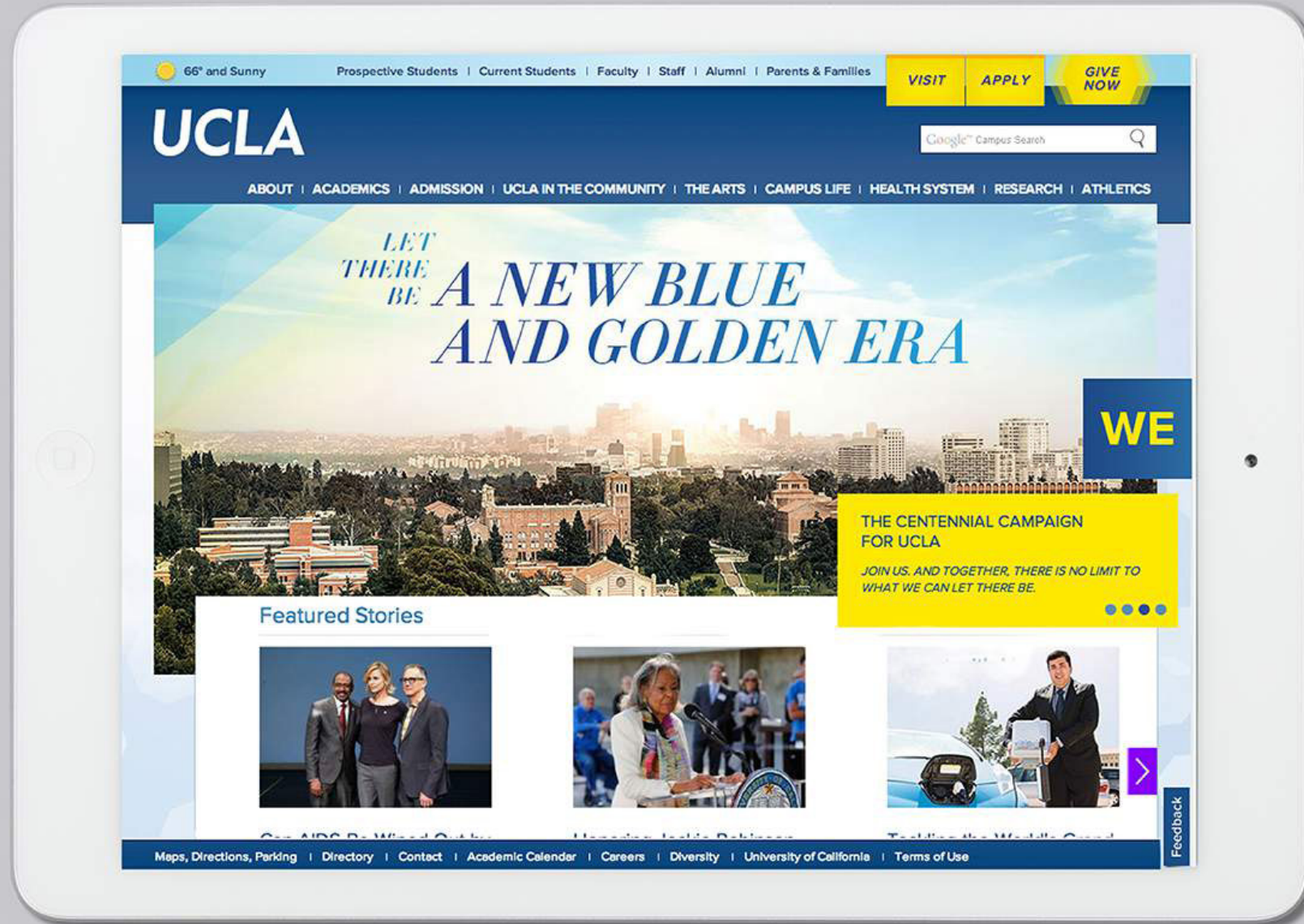
INTRODUCTION



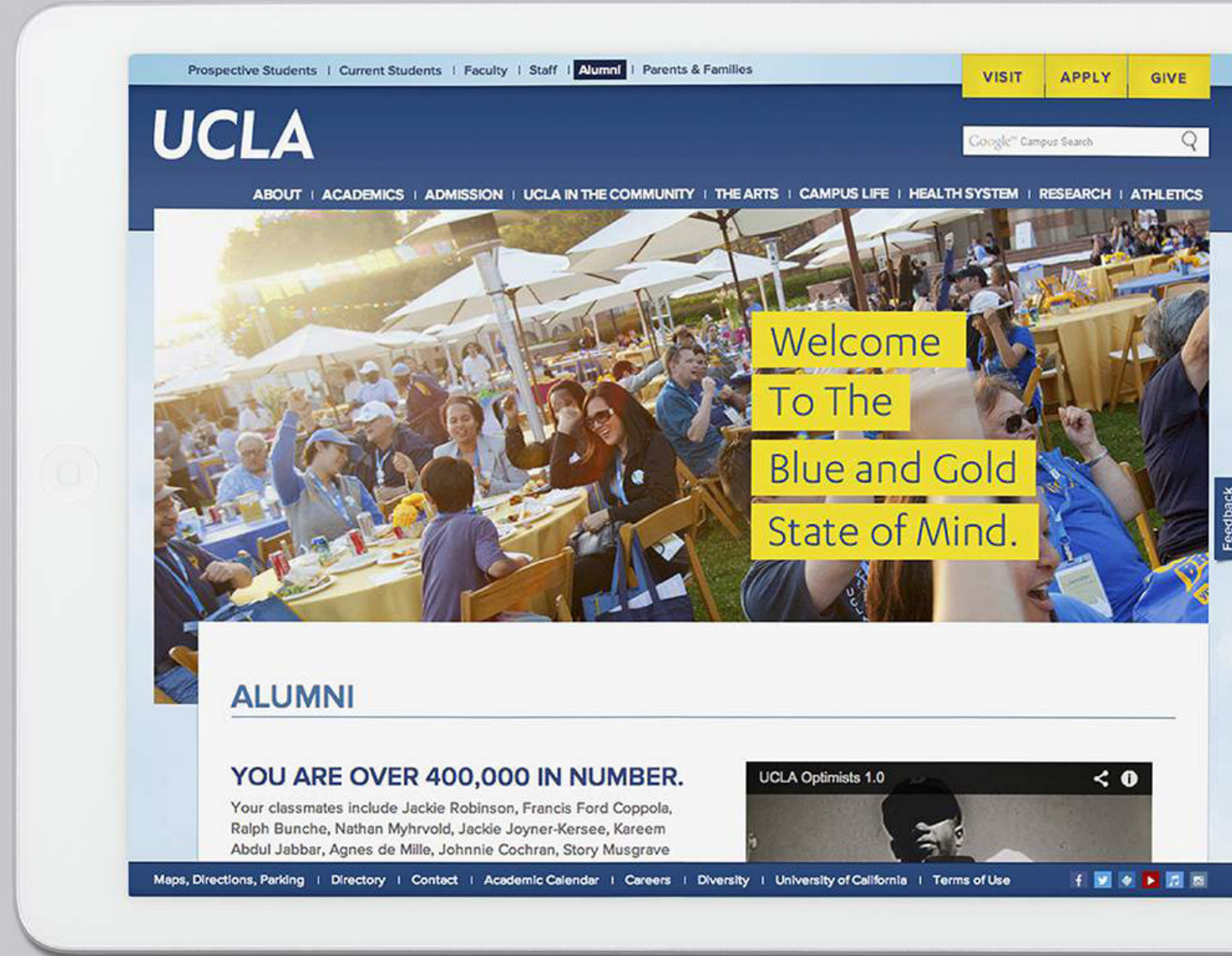


329 days  
of sunshine  
a year isn't  
a forecast,  
it's an  
outlook.

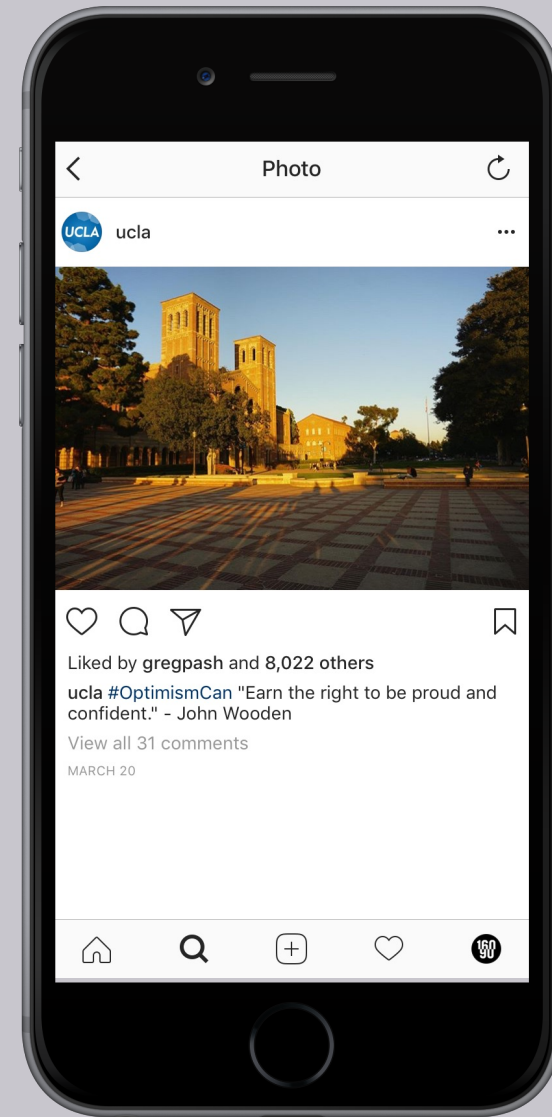
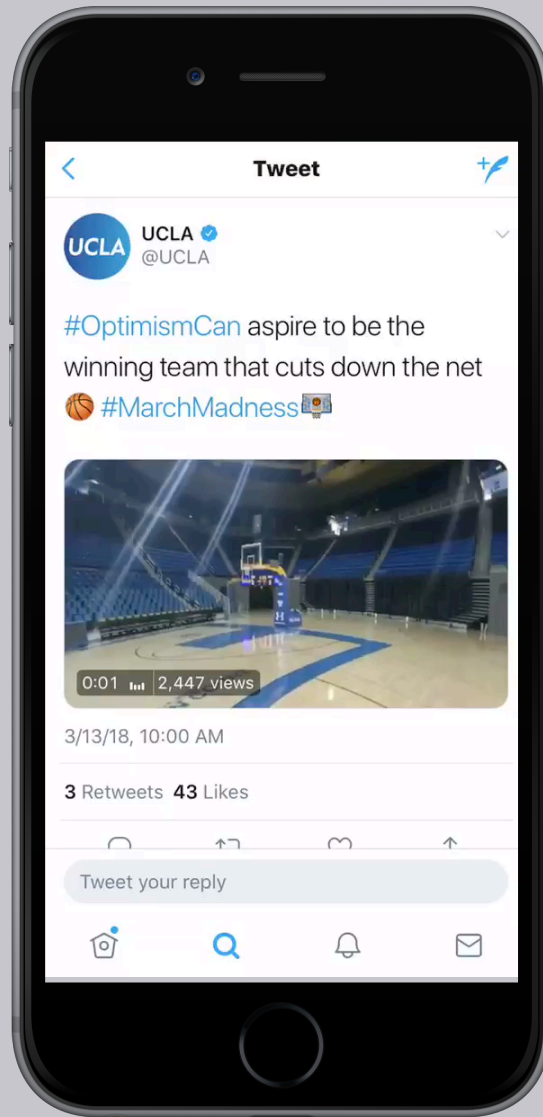
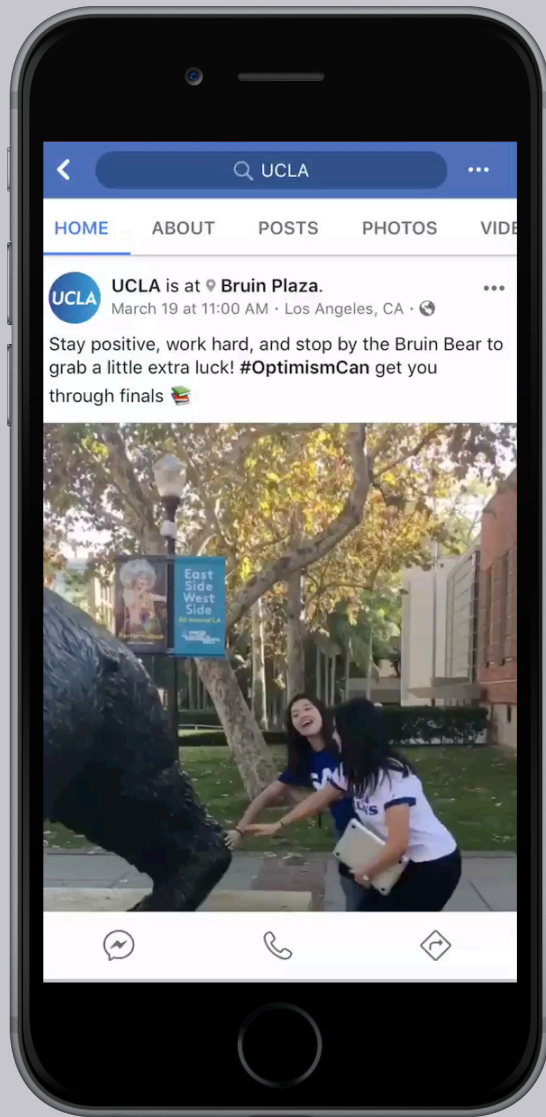




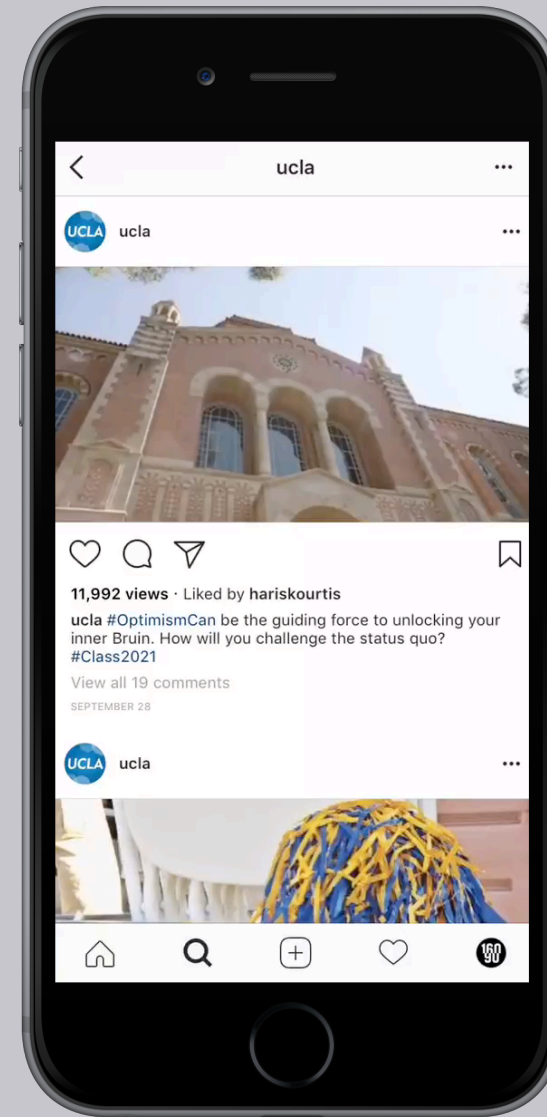
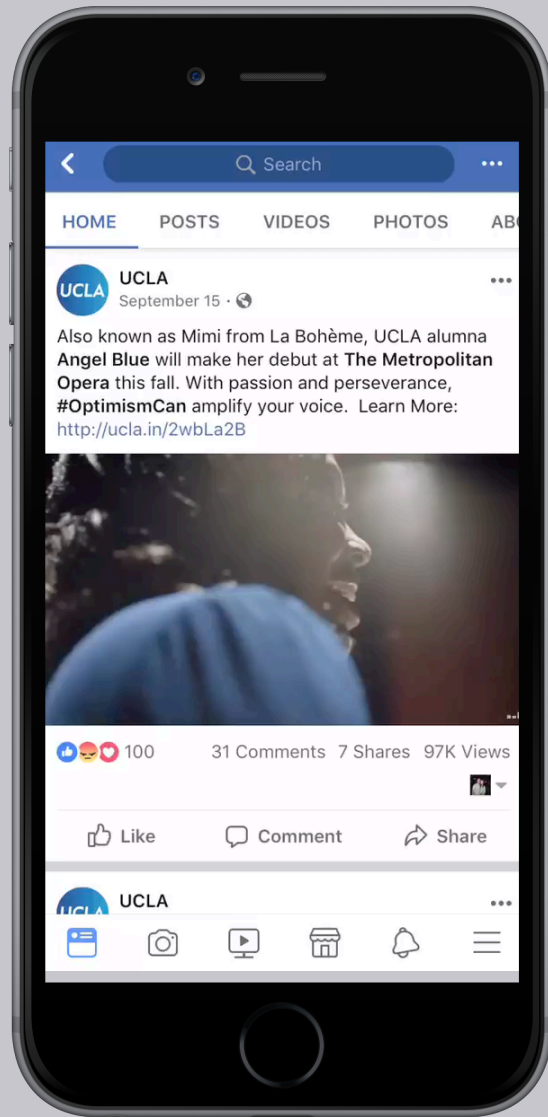




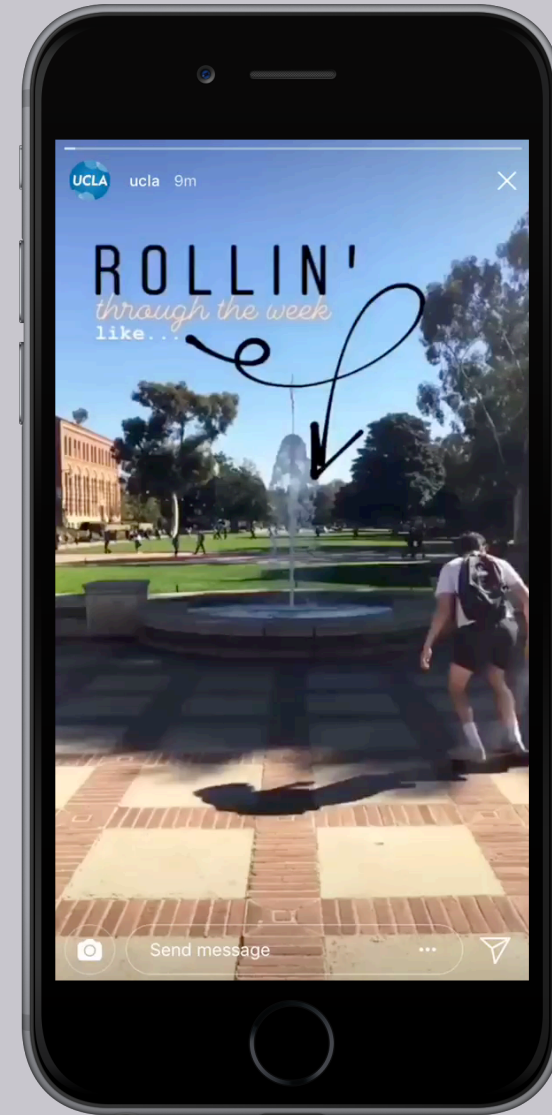
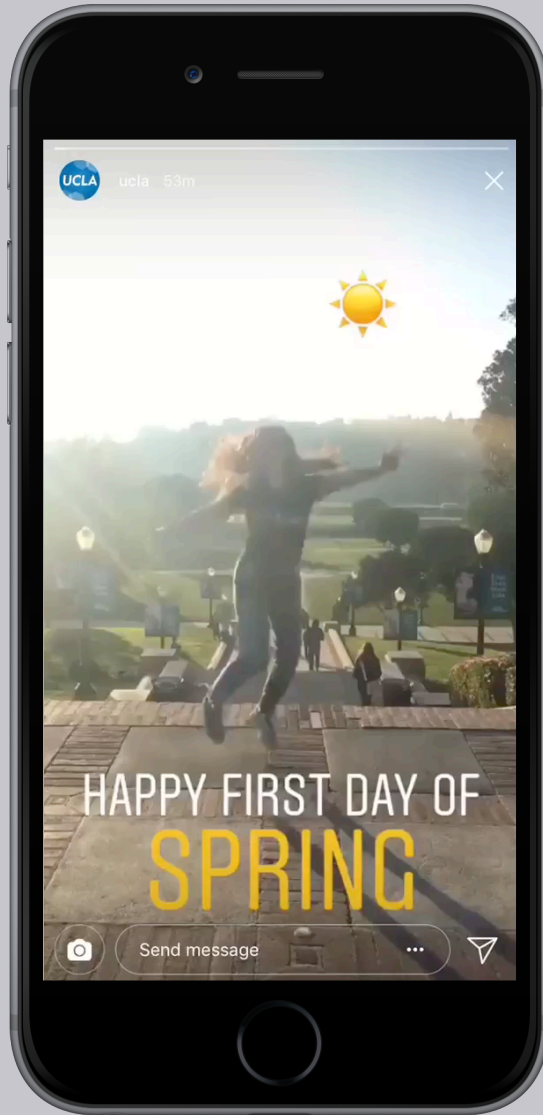
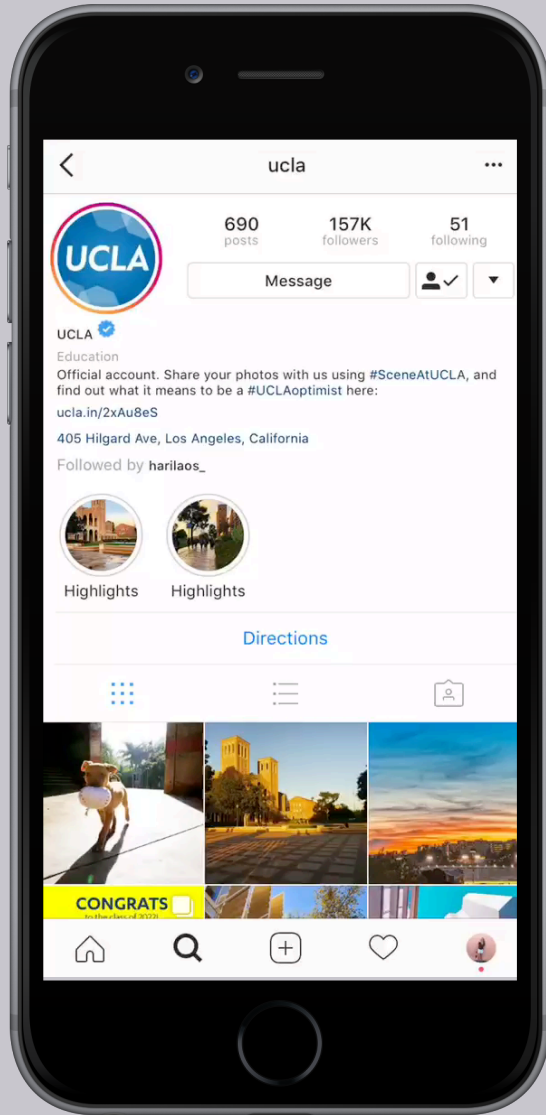




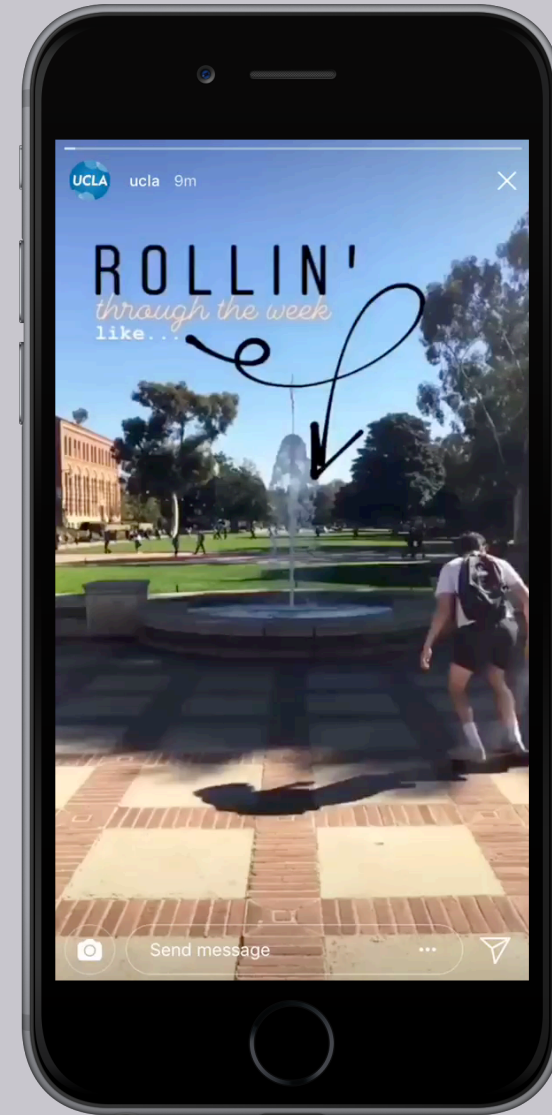
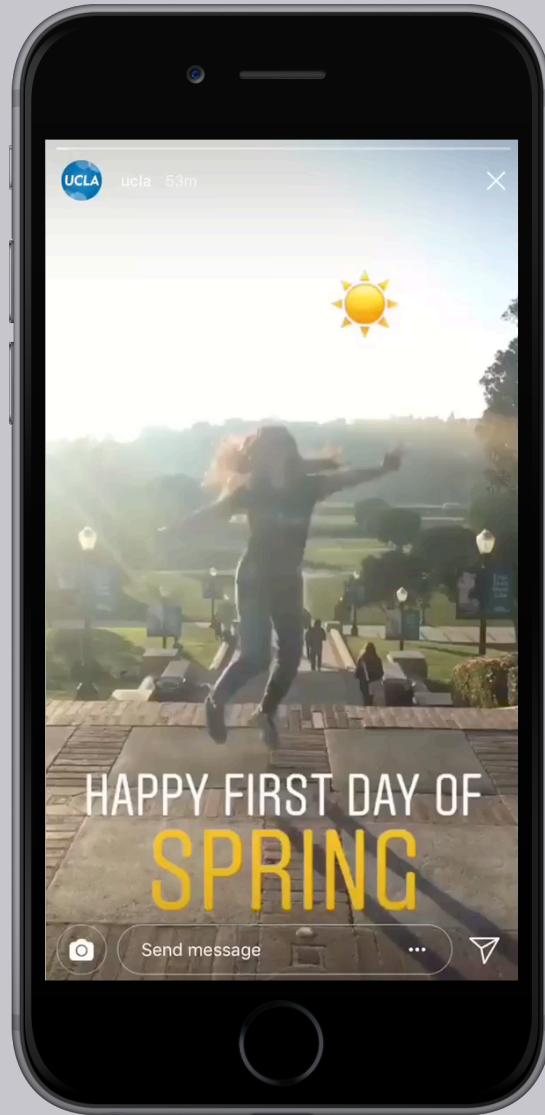
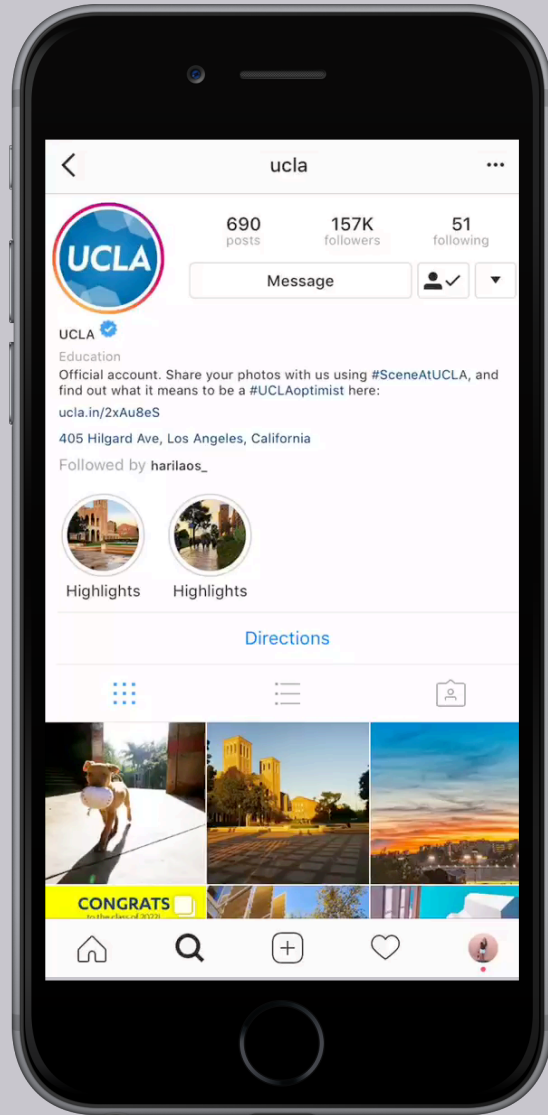




















**UCLA**  
MEN'S BASKETBALL

AIRS TO THE THRONE

LEGACY INHERITED  
HUSTLE INHERENT

FOX Sports 12  
FOX Sports 1

UCLA Health  
24/7

UCLA.COM

**UCLA**  
MEN'S BASKETBALL

BLUE BLOODS

**UCLA**  
MEN'S BASKETBALL

AIRS TO THE THRONE

LEGACY INHERITED  
HUSTLE INHERENT

FOX Sports 12  
FOX Sports 1

UCLA Health  
24/7

UCLA.COM







LEGACY  
INHERITED  
HUSTLE  
INHERENT



# CHAIRS TO THE THRONE

LEGACY INHERITED  
HUSTLE INHERENT

**Ucla**  
MEN'S BASKETBALL

UCLAARRIVE.COM

OCT 10 -	Ch. San Bernardino	JAN 18	Utah
NOV 4	Ch. San Marcos	JAN 25	Stanford
NOV 8	Utahval	JAN 29	California
NOV 12	Oakland	JAN 30	Oregon State
NOV 18	San Francisco State	FEB 1	Oregon
NOV 22	Washington State	FEB 4	USC
NOV 28	Las Vegas International Regional - Outdoors	FEB 11	Utah
NOV 28	Las Vegas International Regional - Outdoor - Women's	FEB 13	Colorado
NOV 28	Las Vegas International - Finals - North American - Men's	FEB 20	California
DEC 1	Las Vegas International - Finals - U.S. - Men's	FEB 23	Stanford
DEC 1	Arizona	FEB 26	Oregon
DEC 14	Procter & Gamble	NOV 4	Oregon State
DEC 15	Utah Valley State	NOV 4	Washington State
DEC 23	Utah Valley State	NOV 4	Washington
DEC 28	Arizona	NOV 12	Pan 12 - Sacramento - West Coast - Las Vegas, NV
JAN 4	USC	NOV 18	NCAA First Round
JAN 9	Arizona	NOV 20	NCAA Second & Third Rounds
JAN 12	Arizona State	NOV 27	NCAA Regional
JAN 16	Colorado	APR 5	NCAA Final Four at MGM Grand, Las Vegas, NV

## HOUSE OF THE PAULEY

**Ucla**

## UCLA VS. DREXEL

**Ucla**

## UCLA VS. DREXEL

**Ucla**

### MEN'S BASKETBALL OFFICIAL SCHEDULE

**Ucla**

## GOLDEN LEGACY, WOODEN HEARTS.

**Ucla**



UCLA  
CALLED  
TO  
COURT  
UCLA  
SEASON TICKETS

ACCOUNT # 142856  
\$59.90 106 3 3 8:00PM  
SEC ROW SEAT

ACCOUNT # 142856  
\$59.90 106 3 3 8:00PM  
SEC ROW SEAT

UCLA  
MEN'S BASKETBALL

GAME  
ONE

UCLA VS. DREXEL

FRIDAY, NOVEMBER 8TH  
PAULEY PAVILION

ACCOUNT # 142856  
\$59.90 106 3 3 8:00PM  
SEC ROW SEAT



*Ucla* MEN'S BASKETBALL

GOLDEN LEGACY.  
WOODEN HEARTS.







**UCLA**  
**BRUINS**

HOUSE  
OF THE  
PAULEY

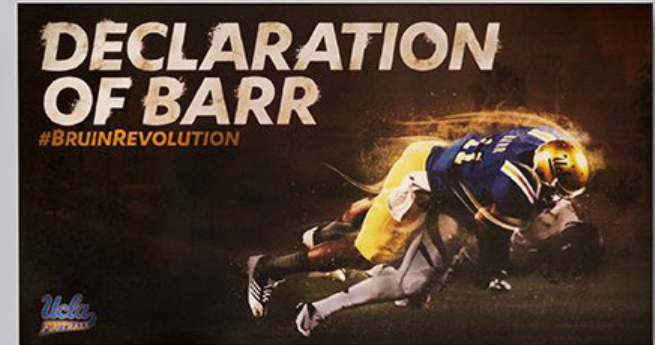


UCLA  
MEN'S BASKETBALL













**Ucla**  
FOOTBALL

**#BRUINREVOLUTION**



EST

# DECLARATION OF BARR

#BRUINREVOLUTION



THE RIGHT  
TO BEAR  
ARMS







# THE RIGHT TO BEAR ARMS

#BRUINREVOLUTION









**THIS LAND  
IS OUR LAND**  
#BRUINREVOLUTION

UCLA  
FOOTBALL



**FREEDOM TO  
DISASSEMBLE**

#BRUINREVOLUTION

*Ucla*  
FOOTBALL

0832