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Contact: Tess Moore
Director of Integrated Communications and Media Relations
tmoore@northland.edu
715-682-1347

Northland College Launches “Northland Sweeties” Campaign to Celebrate Campus Connections

Ashland, Wis., February 6, 2025 – Love comes in many forms, and at Northland College, meaningful connections are at the heart of our community. To celebrate these bonds, the College has launched the Northland Sweeties campaign—a joyful initiative inviting alumni, staff, and faculty to share their stories of connection, friendship, and love.

Launched on Monday, February 3, this social media campaign offers a fun and whimsical way to highlight the relationships formed at Northland, from romantic partnerships to lifelong friendships and even the bonds between pet and pet parent. Whether you met your best friend in a classroom discussion, found your partner on a snowy Wheeler Bridge, or formed an unbreakable bond with a four-legged companion during your college days, we want to hear your story!

Between now and February 28, community members can submit a photo and short story about their Northland Sweetie. Submissions may be featured in a special series of carousel posts on Northland’s [Instagram](#) and [Alumni Facebook](#) page throughout the month. New stories will be featured regularly, keeping the celebration going strong all month long.

A Chance to Win and Reconnect

To make things even sweeter, each submission will be entered into a drawing for a cozy pair of Northland sweatshirts—a perfect way to stay warm and show off your love for Northland College.

Beyond celebrating love and friendship, the Northland Sweeties campaign is also an opportunity for alumni to reconnect with their alma mater. The submission form includes an option for participants to update contact information and express interest in sharing more about their Northland experiences for future marketing and admissions efforts.

Why Northland Sweeties?

The idea behind Northland Sweeties is more than just a celebration of Valentine’s Day—it is about honoring the deep, meaningful, and often unexpected relationships that have formed through shared experiences at Northland.

“In a time when the world can feel unpredictable, the relationships we build—especially those rooted in shared experiences—become even more valuable,” said Jackie Moore, Northland College Executive Director of Institutional Advancement. “This campaign is a fun way to bring our community together, celebrate love in all its forms, and highlight the lasting impact of a Northland experience.”

At Northland, bonds are built in the most unexpected places—on long hikes in the Chequamegon-Nicolet National Forest, over deep discussions in the cafeteria, through fieldwork on and around Lake Superior, or while staying up late in the Dexter Library. This campaign is a reminder that Northland is not just a place—it is a **community that lasts a lifetime**.

How to Participate

Everyone is invited to follow along on social media throughout February to see how Northland has brought people (and pets!) together over the years. To submit a Northland Sweetie story, visit northland.edu/ncsweeties and share your connection by February 28.

Let's spread the love and celebrate the relationships that make Northland special!

Northland College is a private environmental liberal arts college located just blocks away from Lake Superior in Ashland, Wisconsin. Founded in 1892, the College adopted a bold new mission and made history in 1974 as the first college in the country to fully integrate an environmental focus with its liberal arts curriculum. Today, Northland College is a powerful and intimate learning community of about three hundred students from across the United States and beyond.

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