

HACU, members show their San Antonio Fiesta spirit with Fiesta Medals

The Hispanic Association of Colleges and Universities (HACU) unveiled its first Fiesta Medal commemorating its 30-year anniversary in conjunction with the annual Fiesta celebration of the City of San Antonio.

Fiesta San Antonio is a 125-year local tradition filled with parades, carnivals, cultural appreciation events and many other festivities. Many Fiesta medals are designed in the brightest of colors, and collecting and trading them has become a delight for San Antonio locals.

HACU-member institutions in San Antonio have also embraced the Fiesta spirit with the release of their medals. Below is a compilation of medals and design concepts from HACU-member institution, which include a number of HACU charter members*.

Northside Independent School District

Each Northside ISD campus has unveiled their 2016 Fiesta medals, including Ward Elementary School's "W" to support a superhero teacher battling cancer, and John Jay High School's recognition of a teacher retiring after 40 years of service at the school.



Our Lady of the Lake University*

This year's Our Lady of the Lake University (OLLU) Fiesta medal features the university's iconic Main Building and Lake Elmendorf which is undergoing \$14.25 million in improvements. This is OLLU's eighth Fiesta medal with money raised from the medal funding student scholarships.

Palo Alto College*

PACfest is Palo Alto College's official Fiesta® San Antonio event since 2003 and attracts more than 10,000 attendees annually. Designed by Palo Alto College's senior multimedia specialist, Leroy

Ibarra, the 2016 PACfest medal is an extension of the poster design featuring a mariachi and ballet folklórico couple dancing under the stars. The background highlights the architecture of the college and the colors reflect the festive nature of the event, coupled with the official "teal" color of the college.



San Antonio College*

San Antonio College's (SAC) 2016 fiesta medal celebrates SAC's 90th anniversary. Incorporating the 90th anniversary logo, the medal highlights SAC's towering Moody Learning Center, which serves

as a central point for the college. Medals will be distributed to students by the Office of Student Life during the college’s annual Fun Fest event. The Office of the President will also distribute medals to lucky recipients throughout April.

St. Mary’s University*

St. Mary’s University’ Fiesta Medal was designed in partnership with the university’s alumni association, celebrating the 100 year anniversary of the Fiesta Oyster Bake, an event that serves 100,000 attendees and has raised millions of dollars for scholarships.



Texas A&M University San Antonio

The cracked confetti egg concept comes from the university’s Fiesta Finale event, Festival de Cascarones, with the university’s Jaguar mascot tearing through the cascaron. The reverse side is gold for the university’s Golden Egg Contest at festivaldecascarones.com with a chance to win a \$2,500 tuition voucher, \$1,500 textbook voucher or an Apple iPad. The medal “spins” to keep the interactive medal theme.

Trinity University

The 2016 Trinity University Fiesta medal depicts the large Tiger balloon that is carried annually by Trinity alumni during the Battle of Flowers parade. This is Trinity’s 14th Fiesta medal.



University of Incarnate Word*



The University of the Incarnate Word’s Fashion Department produces a medal each year to celebrate the Cutting Edge Fiesta Fashion Show featuring a garment shown at a previous show. Proceeds benefit scholarships in the fashion department.

UT Health and Science Center

The UT Health Science Center's medal represents a fusion of Fiesta fun and homage to the university’s missions of education, research and patient care. Each



of these missions is depicted with icons, such as a mortarboard (education), beaker (research) and stethoscope (patient care), all surrounded by whimsical and colorful flowers to represent the culture and flavor of Fiesta.

University of Texas at San Antonio



UTSA President Ricardo Romo helped develop the 2016 UTSA Fiesta® medal, which features colorful flowers blooming behind university mascot Rowdy and the words “Viva Fiesta!”

Photos Courtesy of HACU-member’s Communications and Marketing Office