

1077-J5-1723 **Alicia M Cornelia*** (acorneli@u.rochester.edu), CPU #275184 University of Rochester,
Rochester, NY 14627. *University of Rochester's Annual Pi-Day Festival.*

University of Rochester's Annual Pi-Day Festival is a collaboration of both activities and lectures in a tribute to both pi and the elegant subtleties of Mathematics. Consisting of a series of lectures, a "pi" pie throwing fundraiser, a revealing of the numbers of pi, and much, much more; the festival was a success! In addition to an excellent advertising campaign created by both the Society of Undergraduate Mathematics Students (SUMS) and University of Rochester Communications; we were able to attract media from the city—which received us an article in the local newspaper. In attendance were students and staff of the university, along with high school students from the surrounding inner-city school districts. This allowed for the Math department to extend its reach not only to University of Rochester students, but also to students who may not have had the chance to really see the beauty in Mathematics. Overall, this event helped to show off the UR Mathematics Department and to also discuss the fundamental role Mathematics plays in our everyday lives (and to also have fun!) (Received September 20, 2011)