

# Campus News

## Marketing and Advertising Club Book Drive: An Award Winning Event

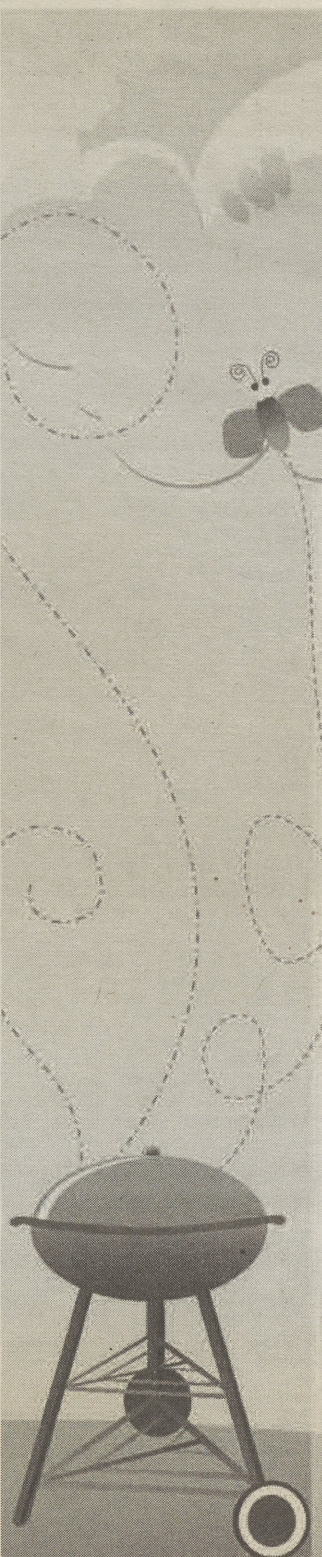
**ANDREA LUISTRO**  
*Lion's Eye Campus News Editor*  
[aml5495@psu.edu](mailto:aml5495@psu.edu)

Penn State Brandywine's Marketing and Advertising Club have been recognized by the Worldwide Book Drive organization for its successful book drive earlier this year. The club received the Bronze Book Award for collecting 307 books and contributing to a charitable organization. All the books gathered from the book drive will be dispersed internationally to promote global literacy.

The book drive was held in December and collected books that will be sent to Kenya, Fiji, and Nigeria to help end the battle of worldwide illiteracy. Executive board members Amanda Dzwil, Katie Kashner, Amelia Klaus, and Allison Brown played major roles in running and organizing the drive. They were happy to help a great cause. The organization provided a great platform for Penn State Brandywine's Marketing and Advertising club to donate used books to charities that focused on education and learning.

The book drive not only benefited those in need but also helped raise funds for the club right here on campus. Every book published within the last five years that was donated, earned the club one dollar. Proceeds from the drive will help the campus club affiliates receive memberships to the American Marketing Association.

The club is planning on holding another book drive that will take place in April in hopes that they will receive a higher honor. For more information about the book drive or Penn State Brandywine's Marketing and Advertising Club, contact Amanda Dzwil at [aqd5093@psu.edu](mailto:aqd5093@psu.edu).



*Blue & White Society, THON and Lion Ambassadors*  
**Presents:**  
**SPRING FLING!!**  
**A day of fun outdoor activities, pretzels and water ice and enjoying nice weather with friends from around campus**  
**WHEN?: Wednesday April 10, 2013**  
**11:30-1:30**  
**WHERE?: Campus lawn**

## Brandywine Professor Receives Fellowship from UPenn

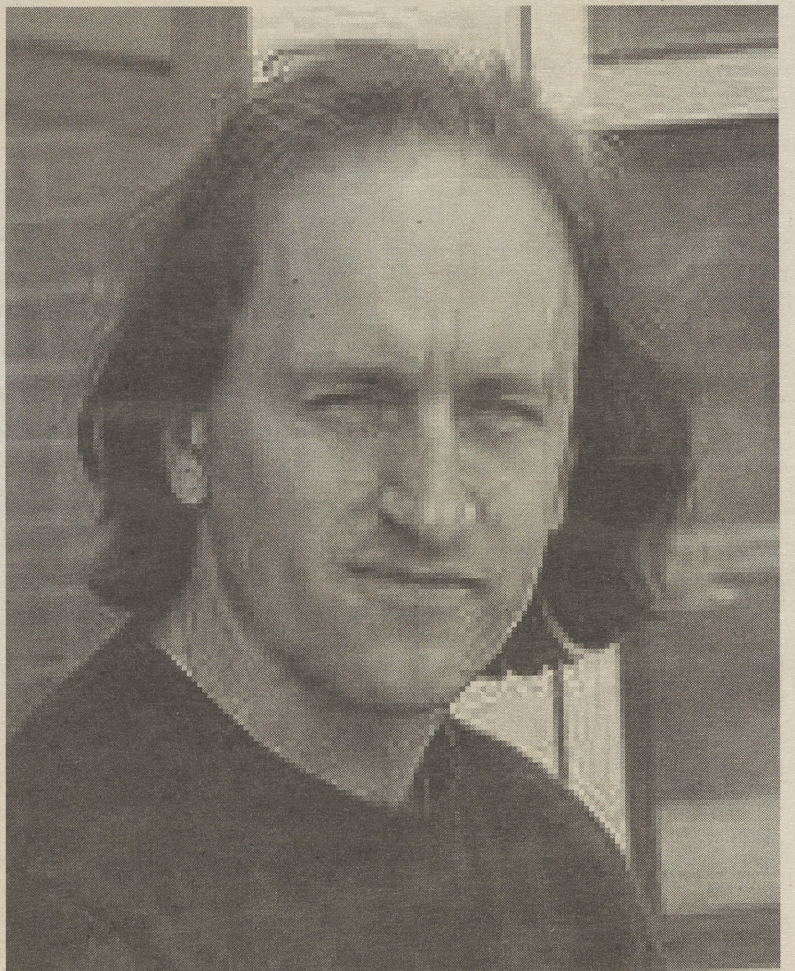
**ALI AQUILINO**  
*Lion's Eye Campus News Editor, [ara5158@psu.edu](mailto:ara5158@psu.edu)*

Associate Professor of Philosophy and Environmental Studies, David Macauley, has received the Andrew W. Mellon Fellowship from University of Pennsylvania for the 2012-2013 year. Every Tuesday, Macauley and 25 fellow scholars meet for a discussion before presenting their ideas during the Penn Humanities Forum. The forum is a series of events promoting an ongoing agricultural conversation. Each year, the forum takes a different theme. This year it is "Peripheries."

Fortunately, Macauley has currently been working on a book project under the contract with Indiana University Press that relates very much so to this year's topic. Macauley discusses the ways in which he will be conducting his research by saying, "My research will be conducted on both foot and in libraries, as well as with pedestrian artists and activists, in an effort to grasp the manner in which power is either distributed or disrupted in the interiors and hubs or disseminated along the de-centered edges and paths of the modern city."

Macauley enjoys researching this way as he often conducts his classes outside and takes his students on trips to the Tyler Arboretum right near the Brandywine campus. "Walking is central to what makes us human," says Macauley.

Some of Macauley's other projects in addition to his workings with the forum include his most recent book entitled, *Elemental Philosophy: Earth, Air, Fire and Water as Environmental Ideas*, a special issue of an academic journal as well as editing a book that is about the four seasons. He also keeps a blog entitled, "Foot Notes on Walking" where he discusses several national walking events for Alzheimer and The March of Dimes. The Penn State Brandywine professor keeps his plate full as he continues to take part in several different projects.



Brandywine Professor David Macauley. Photo credit oberlin.edu.