

# coming in 08

## CHALLENGE

The My Alma Mater® challenge is a television/radio game show.

This show will have teams made up of 5 generations of alumni compete against other local school alumni teams. For example Your High school team members that consist of the class of '08, '98, '88, '78, '68.

This will be a trivia based game giving schools the opportunity to show their school spirit, and how many generations it has been providing an Alma Mater.

For more information please check out our website.  
[www.myalmamater.info](http://www.myalmamater.info)

My Alma Mater® catering started in fall of 07. If you have any size event and are interested in having My Alma Mater® cater it, Please give us a call or stop by our Auburn Mall Locations.

## CATERING

*"Whether you're 18 or 91, everyone has an Alma Mater."  
Robert G. Mullen Jr.*

In 1994 owner and creator of My Alma Mater® and its concept Robert G. Mullen Jr, receive word from the United States Government that he has the rights to use the term "My Alma Mater".

In 2006 Mr Mullen opens the first My Alma Mater Café in the Auburn Mall. Introducing a casual place inside the auburn mall to purchase coffee, pastries, homemade sandwiches and its now locally famous FROZEN HOT CHOCOLATE.

In 2007, My Alma Mater® opens Food & Fun, located in the Food court of the Auburn Mall. With enough seats for 3 or 300, it is ideal for a quick bite or an entire event.

My Alma Mater® received principal registrations ® from the U.S. government for:

- ✍ Food services including restaurants
- ✍ Clothing and Wearables
- ✍ Television and Radio

Over the next year My Alma Mater® will be creating its business prototype with assistance from its neighbors and communities of Worcester County, showing what can happen when local businesses and community entities work at helping one another.

**For More Information**  
**Check out our Website.**

**[www.myalmamater.info](http://www.myalmamater.info)**

**Stop by and see US at the Auburn Mall**

**Or Please Call**

**Bob Mullen**  
**774-289-9813**



# AUBURN MASS

## AL • MA MA • TER

[ahl-muh mah-ter, al-; al-muh mey-ter] *Pronunciation*  
-noun

1. a school (elementary or high), college, or university at which one has studied and, usually from which one has graduated.
2. the official anthem of a school, college or university
3. School of Hard Knocks- those educated by real life experiences.

*"Where ever you gain an Education."*

One of the primary business objectives for My Alma Mater® is to assist LOCAL COMMUNITY organizations and groups raise money. In turn My Alma Mater® makes revenue for its Foundation Scholarship Fund program. This Fund will be used to help children in Our Local Community continue their education.

“doing good by doing good”



This brand indicates that a percentage of the item you purchased goes to the My Alma Mater® Foundation Scholarship Fund, helping children have an Alma Mater.

Branded items that can be purchased include our delicious Candies and Snacks, as well as our delicious blends of Coffee. These items can also be used as fund-raisers for local community organizations and groups.

**snacks**  
**COFFEE**  
**candies**

**SCHOLARSHIP**  
**SMOOTHIES**



With our scholarship smoothies, local schools will be able to name their favorite smoothie drink.

Once being awarded the name, the participating school will receive money each time their Alma Maters drink is sold at any of our locations.

**WEAR**  
*The* **GIVING BACK**  
**GEAR**™

My Alma Mater® has begun work on its own clothing line that would be available for print or embroidery of your Alma Mater, business or organization. All products from My Alma Mater® Wear donate money to the MAM Foundation Scholarship Fund.

*“Helping you look good and feel good at the same time.”*

**DIPLOMAS** ©  
**OF**  
**NOSTALGIA**

The original of all creations. These customizable items will bring anyone back to that special time in their life when they were part of their Alma Mater. A great gift for that person in your life that always talks about past moments in their lives. Simply order, receive and give to that special someone. Then sit back and watch the FLASH BACK.

**FOOD** **CAFE**  
**& FUN**

Our eateries will provide our customers with great tasting pastries, coffee, snacks, and out of this world food and daily specials. These same eateries provide our staff with some essential educational skills to be used in a “real world” friendly and fun environment.

**HELP US PROVE THAT**  
**“IT’S NICE TO BE NICE!”**

My Alma Mater® Marketing & Promotions carry our Candies, Coffees, and Snacks that create scholarship money for the My Alma Mater® Foundation Scholarship Fund. Whether it be selling our Coffees, Candies, Clothing, Snacks or setting up a fund raising event with one of our eateries, Marketing & Promotions also work with local organization to help raise funds for their local needs.

**MARKETING &**  
**PROMOTIONS**

**“HAVING YOUR BUSINESS DO GREAT THINGS IN ITS COMMUNITY, IS ALWAYS A GREAT COMMUNITY BUSINESS TO HAVE.”**