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## **Social Media Campaign Aims to Bring Swift to Grandmother's Alma Mater**

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### SOCIAL MEDIA CAMPAIGN AIMS TO BRING SWIFT TO GRANDMOTHER'S ALMA MATER

September 10, 2015

Lindenwood University students have launched a social media campaign to bring international superstar Taylor Swift to campus later this month, when she will be in St. Louis, Mo., for two concert performances Sept. 28 and 29. The campaign, started by the Lindenwood Legacy student newspaper and the online news outlet LindenLink, is quickly gaining steam and has gained local media attention from KTVI Fox 2 News.

Swift has a recently discovered direct link to the university: her late maternal grandmother, Marjorie Moehlenkamp Finlay, graduated from Lindenwood in 1949, when it was still known as Lindenwood College. She died in 2003.

Moehlenkamp, who later was known professionally as Margie Finlay, was born in Memphis, Tenn., on Oct. 5, 1928. She lived in St. Charles during her time attending Lindenwood and studied music with an emphasis on vocal studies.

Finlay was involved with many clubs and organizations, including music fraternities Delta Phi Delta, Mu Phi Epsilon, social fraternity Beta Pi Theta, Encore Club, Modern Language Club, Alpha Sigma Tau Choir and Lindenwood Sextet. She received a bachelor's degree in music and also won an Alumni Merit Award in 1961.

To participate in the social campaign to bring Swift to Lindenwood, follow the @TSwifftoLU Twitter account, tweet to Swift directly @TaylorSwift13, follow the Bring Taylor Swift to Lindenwood University Facebook page, or leave a message on Swift's Facebook wall inviting her to visit her grandmother's alma mater.

### Related Items:

- [LindenLink - 'Bring T-Swift to Lindenwood University' campaign inspired by campus connection](#)
- [KTVI Fox 2 News - Lindenwood students start campaign to get Taylor Swift to visit campus](#)
- [Facebook - Bring Taylor Swift to Lindenwood University](#)
- [Twitter - @TSwifftoLU](#)
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