

For Immediate Release

Contact Information:

Sun Devil Campus Stores / Follett Higher
Education
Ericka Pinon
eapinon@asu.edu



Release Date:

For Immediate Release

She Found Her Voice at ASU And She's Not the Only One, Celebrating Women's HERstory

*Celebrating Women's HERstory Month at Arizona State University and Sun Devil Campus Stores
March 1-March 31*

TEMPE, AZ (March 4, 2026) — Every Sun Devil has a story. For many women students at Arizona State University, that story took a meaningful turn the moment they found their community, and this March, Sun Devil Campus Stores is helping bring those stories to life.

In celebration of Women's History Month, Sun Devil Campus Stores partnered with the Women's Coalition at Arizona State University for a photoshoot capturing what it truly means to be a woman at ASU. The images reflect the confidence and a sense of belonging that define women who make up the Sun Devil community.

“Something I wish people understood is how often women feel the need to constantly prove that they belong, especially in academic and professional spaces,” second-year student Pragalbha Ghatigar and member of ASU's Women's Coalition, stated. “Even in environments that are supportive, there can still be subtle moments where you feel like you have to work harder to be taken seriously or to have your voice heard. Having a community of women at ASU means having people around me who truly understand and support each other.”

Sun Devil Campus Stores is proud to celebrate the month by spotlighting women-owned brands alongside ASU's iconic gear. Shoppers can find collections from women-owned companies, including Julia Gash, Gameday Social, and more, because celebrating women means supporting women at every level.

Julia Gash began selling her Arizona State University-themed designs that feature Camelback Mountain and Mountain America Stadium in the school's colors at Sun Devil Campus Stores in June 2024. Her illustrations appear on sustainable souvenirs such as tote bags and mugs, available online and in stores.

"I lead as a woman, listening to my inner voice, leaning in with resilience, and working through business issues with curiosity and compassion," owner Julia Gash said. "I am also a trustee of a charity that provides free counselling and therapy for women who have significant trauma and would otherwise not be able to access the care and support they need to survive and thrive."

Gameday Social has quickly become a household name in collegiate apparel. This Midwest-based, women-owned company has built its reputation on premium quality and distinctive graphics that have elevated game day style for the Sun Devil Community. Gameday Social has been a proud partner of ASU since 2023, with merchandise available at multiple Sun Devil Campus Store locations.

"My vision and goal from the inception of the Gameday Social brand was to elevate the female fan experience. Women should be able to proudly represent their university without sacrificing their personal style and aesthetic, and as a women-owned and led brand, leaning in to that belief has developed great loyalty with female students and alumni across the country. We are proud to be part of the Sun Devil fashion community!" GameDay Social Founder & CEO, Jael Thorpe said.

Beyond the brands, Women's History Month at ASU is dedicated to increasing the visibility of all women and women-identified people across the university. Throughout March, clubs and organizations come together to celebrate women while shining a light on the opportunities and challenges impacting them on campus and beyond.

This year's initiatives reflect women leading change at every level, from Women in STEM's Trivia Night and Women for Women's financial literacy meeting, to the Women's Coalition's Empowered Hands hygiene drive serving those in need across the community.

"Finding a strong community of women at ASU has meant everything to me. I am surrounded by driven individuals who are working towards such amazing goals," third-year student Antanette Griffith and member of ASU's Women's Coalition stated. "We all carry a shared experience that allows for open and honest conversations."

Women's History Month runs through March 31, 2026. For a full list of events and programming, and ways to get involved <https://eoss.asu.edu/scc/get-involved/womens-coalition>.

About Sun Devil Campus Stores

ASU Sun Devil Campus Stores operates multiple retail locations across ASU's campuses, serving gathering places where students connect and build community. The stores provide official ASU merchandise, textbooks, technology, and supplies while supporting student life and campus traditions.