



# The Los Angeles Loyolan's Best Fest 2025 + Pep Rally

The Los Angeles Loyolan revived Best Fest in 2025, an audience engagement event that invites LMU students to vote on their favorites in and around campus, then brings those businesses onto campus to reach the community directly. For the latest edition, Best Fest added a special pep rally presentation.



The **best of LMU** presented by the Los Angeles Loyolan!

# Best Fest!

Free food, merch, and more!  
Come see your favorite local businesses.

11:30 - 1:30 PM  
**Tuesday, April 22nd**  
Lawton Plaza

Sounds by SHYGUY

*The Los Angeles*  
**LOYOLAN**  
STUDENT NEWSPAPER OF LOYOLA MARYMOUNT UNIVERSITY

Spring Sports

# CONFERENCE SEND OFF PEP RALLY

Free Food, Merch, and More!

1:00 - 1:30 PM  
**Tuesday, April 22nd**  
Lawton Plaza

Sounds by SHYGUY

Presented By

*The Los Angeles*  
**LOYOLAN** x **THE MAINE ZONE**  
STUDENT NEWSPAPER OF LOYOLA MARYMOUNT UNIVERSITY



Giveaways for attendees of Best Fest included free food, home décor, and more. Students attended throughout the two-hour event, but the peak came during the pep rally that featured LMU beach volleyball and women's water polo teams as they prepared for conference play. The pep rally was designed to elevate Best Fest from simply another vendor-based event to something to enrich and rally the community.



The event served as the capstone on a year of greater audience engagement for the Loyolan. Our goal was to put ourselves and our name out there in new, innovative ways, and this Best Fest/Pep Rally combo event was the peak.