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Have You Seen This Bull?

GUS the Bull Oral History Project | Special Collections & Archives

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Be Part of Aggie History

USU's live bull mascot, GUS (Go Utah State), charged into the hearts of Aggies in mid-1970s. Voted in by students, GUS lived as a rallying cry and living emblem of Utah State University's agricultural roots and campus pride. Whether strutting across football fields or starting in parades, GUS left hoof prints on the heart of campus.

Now, Special Collections & Archives is on a mission to bring GUS back through the stories of those who knew him best.

Call for Memories

We're inviting alumni, faculty, and friends of USU to help us tell the full story of GUS and his costumed counterpart, GUS II. Whether you have a photo, a funny anecdote, or

a keepsake buried in a box in your attic, we want to hear from you.

You can contribute by sharing stories, photographs, documents and memorabilia related to GUS and GUS II. Alumni and community members are also invited to share their memories through oral histories!

Why It Matters

USU's spirit has always come from its people. Your stories help us celebrate the traditions that make USU Aggie life unforgettable!

Interested? Reach Out!

Email Kelly Rovegno at kelly.rovegno@usu.edu