



TEXAS SOUTHERN UNIVERSITY

FOR IMMEDIATE RELEASE

CONTACT:

Office of Marketing and Communications

Kerrigan Williams

O: 713-313-7421

C: 832-253-8482

Texas Southern University Launches High Tide Campaign to Raise \$500,000 for Ocean of Soul Marching Band

HOUSTON, TX (July 22, 2025) — Texas Southern University (TSU) proudly announces the launch of the *High Tide Campaign*, a bold initiative to raise \$500,000 in support of its world-renowned Ocean of Soul Marching Band. The campaign aims to fund scholarships, upgrade instruments, and preserve the band's legacy of excellence, pride, and cultural impact.

This exciting campaign follows the announcement of a \$100,000 gift from the BeyGOOD Foundation, founded by global icon and Houston native Beyoncé Knowles-Carter. The Foundation's generous donation recognizes the band as a driving force of creativity, culture, and student achievement within Texas Southern and the broader community.

"The Ocean of Soul is the heartbeat of our campus, a symbol of Texas Southern pride, and an avenue of opportunity for our students," said Charlie Coleman III, Senior Associate Vice President of Development and Alumni Engagement. "We are incredibly grateful to the BeyGOOD Foundation for their support and honored to build on this momentum with the High Tide Campaign."

About the High Tide Campaign

The campaign's \$500,000 goal is focused on two key priorities:

- **Scholarship Endowment (\$250,000):** Establish a dedicated fund to provide scholarships for current and future band members, ensuring that talented musicians can pursue their education and musical passion without financial barriers.
- **Instrument and Equipment Upgrades (\$250,000):** Invest in high-quality instruments and essential performance equipment to sustain the band's elite performance standards

and support national opportunities like the 2024 *Christmas Day “Beyoncé Bowl” halftime show*.

“Our band has established itself as one of the best in the nation,” said Band Director Brian Simmons. “We continue to represent Texas Southern on the largest stages with excellence, excitement, and discipline. This High Tide campaign is a wave of support for the student musicians of today and tomorrow. We’re building a future where the Ocean continues to rise.”

How to Support

Texas Southern University invites alumni, fans, and supporters everywhere to join the wave. Every gift makes a difference and directly empowers student musicians. Donations can be made by visiting [**give.tsu.edu/campaign/623059/donate**](https://give.tsu.edu/campaign/623059/donate)

Social media users are encouraged to spread the word using the campaign hashtags:
#OceanofSoul | #OceanOnTop | #TSUProud | #Whoosh

Follow TexasSouthernNews.com for more information.

###

About the Ocean of Soul

Founded in 1969, the Ocean of Soul Marching Band has captivated audiences nationwide with its dynamic performances, musical excellence, and show-stopping style. From NFL halftime shows to international competitions, the Ocean represents the spirit and sound of Texas Southern University.