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#BringDrakeToDrakeFail
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Drake University might have just had its heart broken by Drake the rapper.

The #BringDrakeToDrake movement conclusively failed to entice the Canadian musician to visit the campus bearing his own stage name when, after much-anticipated waiting and publicity, the rapper failed to show on Oct. 4.

The movement started in 2009 when the rapper was just becoming famous. He then flew up on the charts later that year.

Last May, Drake University officially invited the rapper to take a tour of campus when it was announced that his current tour included a show at Wells Fargo Arena. Since then, the movement continued to gain traction and came to a head on Oct. 4, the day of his Des Moines concert.

Rumors started circulating on social media that Drake would be appearing on campus, rumors that gained some ground on Monday when the rapper replied to an Instagram post, saying he was going to “pull up on ya,” which is slang that he implied he may visit campus.

Tuesday arrived and by 11:30 a.m. a crowd that numbered in the hundreds started to gather. Griff stopped by. Noon came and the crowd continued to grow, reaching its height with an estimated 1,000 people.

“I wanna meet Drake,” first-year Calle Uerling said. “I’m skipping class for this.”

By 12:15 the crowd migrated from Painted Street over to in front of Old Main.

There they waited.

“This is a once in a lifetime event. I’ve been running around for about an hour,” said Monica Snider, another first-year.

Around the same time the media began to show up. Local television networks and several reporters from The Des Moines Register were on scene in case the rapper were to make an appearance

Local businesses like Jethro’s used the opportunity to hand out coupons and promote business.

“I just think Drake coming to Drake is perfect,” sophomore Amber Young said.

Phones were out and social media was lighting up with the hashtag #BringDrakeToDrake starting to trend on Twitter.

But it was not meant to be. Drake never came.

“I’m salty,” Student Body President Thalia Anguiano said. “I heard if he was going to come it would be before sound check, which I’ve heard is at 2:00 p.m. I’m trying to keep a positive attitude, I’m not going to give up hope.”

“I do know there’s a lot of sad bulldogs today,” she continued, “but this was a good effort to come together, you never get to see this many students here.”

2:00 p.m. came and went, by 2:05 the crowd started to dissipate.