

Oklahoma State University  
1212 W. 4<sup>th</sup>  
Stillwater, OK 74145  
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Oklahoma State University  
Student Union  
Opening Ceremony  
Media Kit  
Natalie Wallace  
Lab Section 1

Oklahoma State University  
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Stillwater, OK 74145  
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Oct. 11, 2011

Mr. Richard Mize  
Real Estate Editor  
*The Oklahoman*  
P.O. Box 123545  
Oklahoma City, OK 74074

Dear Mr. Mize:

The Oklahoma State Student Union hasn't always been a drab place that students and faculty alike would dread walking through during their day. Now it is anything but, and OSU will be having a great opening ceremony to show off the new digs.

The new Student Union is quite an eye catching view and I think that everyone should have the opportunity to see it for themselves. Your paper could help to make this a huge event! The \$50 million renovation will be finished Nov. 13 and there will be live music and give aways to celebrate. Students are excited about this event and now it's time to get the word out to alumni. OSU alumni Garth Brooks and Adley Stump will perform on library lawn at 7 p.m. Burns Hargis will cut the ribbon at 6 p.m. Jamba Juice and Caribou Coffee will hand out free samples. The new building is beautiful and any alumni would be proud to have attended school here at OSU. I'm also sure they'd be excited to come see the school as a better place every time they visit.

We would really love for Oklahomans to come see our new place. This story would be great for *The Oklahoman* because many OSU alumni read your newspaper and would be interested in finding out news about their former college campus. The sooner the word gets out the better, so if you would like to use this story let me know. I can arrange interviews with students, Stump, faculty members and even Hargis himself. I just need to know in a timely manner so I can get it all set up for you. I can set up photo opportunities for your people before or after the opening ceremony. Just let me know and I'll do anything to help you. My phone number is 222-333-4444.

I will call for a follow up next Wednesday to see if you are interested in a story about the grand opening of OSU's Student Union. Thank you so much for your time.

Sincerely,

Natalie Wallace  
Public Relations Director

**Fact Sheet:**

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FOR IMMEDIATE RELEASE  
Oct. 11, 2011

FOR MORE INFORMATION, CONTACT:  
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### **OSU Student Union opening ceremony**

- What:** The Student Union is due to be finished and opened on Nov. 13. This ceremony is in celebration of the long awaited project. Live music and free drinks will be provided for students and alumni.
- Who:** Musicians and alumni Adley Stump and Garth Brooks will perform on Library Lawn in honor of the ceremony. OSU President Burns Hargis will cut the ribbon as a symbol of the Student Union's opening. Jamba Juice and Caribou Coffee will give away free samples of their drinks. The ceremony is for alumni and students of OSU.
- Where:** Library Lawn and the Student Union of OSU in Stillwater, Okla.
- When:** The Student Union opening ceremony will take place on Nov. 13. Hargis will cut the ribbon at 6 pm. Stump and Brooks will perform at 7 pm. Jamba Juice and Caribou Coffee will give samples out all day.
- Why:** "From the inside to the outside, the building has had an amazing new makeover and OSU hopes that all of its students and alumni are excited to celebrate this long awaited end."

--OSU President Burns Hargis

**Backgrounder:**

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#### Oklahoma State Student Union

OSU President Henry Bennett called for the construction of the Student Union in 1937.

The Student Union was originally funded with \$4.3 million.

The current Student Union project is funded with \$50 million.

The Student Union project has involved students from when construction began in 2005.

Focus groups have been used to recognize big problems. Design advisory groups have been formed to create a more enjoyable and aesthetic atmosphere. Students were taken to other unions across the country to decide what works best for them.

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News Release

FOR IMMEDIATE RELEASE  
Oct. 5, 2011

FOR MORE INFORMATION CONTACT:  
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Live Music at OSU Student Union Opening Ceremony

STILLWATER, Okla.—After more than three years of being under renovation, the OSU Student Union will celebrate the completion of the project on Nov. 13 starting at 7 p.m. This \$50 million project will be celebrated with live music from alumni Adley Stump and Garth Brooks on library lawn. The performance will be free for students and alumni who come to see the finished project. All stores will be open including Jamba Juice and Caribou Coffee who will give out free samples.

The Student Union originated in 1937 from a \$4.3 million project. This renovation has aimed to address the aging structure, improve the bookstore and dining services, improve study environments, make the use of space more efficient, update the look and feel of the space, and help to keep up the building's legacy. "From the inside to the outside, the building has had an amazing new makeover and OSU hopes that all of its students and alumni are excited to celebrate this long awaited end," said Burns Hargis, OSU president.

The new facility will be in working order the day of the opening and people will be able to see the finish of what they have been wondering about since it has begun. The Student Union has been restored to former OSU President Henry Bennett's idea of "a place that would provide programs and services to shape the intellectual, cultural and social environment of the campus."

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## **Reference Sheet**

<http://union.okstate.edu/renovation/>