

To: nathan@oklahomatoday.com

Subject: OSU's Orange Peel to Feature Returning Oklahoma Band

Mr. Gunter:

Kings of Leon will return to their home state of Oklahoma to headline OSU's Orange Peel. Orange Peel is set to take place on Saturday, April 7 at 7 p.m. in Gallagher-Iba Arena at the OSU campus. Kings of Leon have won four Grammy Awards and their style is sure to attract a large crowd in this college atmosphere.

Aside from the performance itself, this story would work out extremely well with Oklahoma Today. The band originated in the tiny town of Albion, Okla, which will be surprising to many fans of the band who know them as a mainstream group. Also, the band has faced many obstacles in the last year, such as alcohol issues and injuries. These could make great angles to include in a feature story. Many of your readers live relatively close to Stillwater and could easily make the trip to see the show, especially considering the numerous readers you have who are younger and love music.

We are offering this story exclusively to *Oklahoma Today*. The entire band has already given permission to be photographed and interviewed before the event. They have also given us rights to release photos of them from prior performances. If you need more information, we could also arrange for interviews with their agent, who you will find cooperative.

I will call you on Monday, March 19, to see if you want to run this story and offer any additional help. Thank you for your time.

James Powell
SMSC Student
Oklahoma State University
806-231-4602
james.powell@okstate.edu

Oklahoma State University
Stillwater, Okla. 74074
405-744-5000

News Release

FOR IMMEDIATE RELEASE
March 7, 2012

FOR MORE INFORMATION, CONTACT:
James Powell
SMSC Student
806-231-4602
james.powell@okstate.edu

OSU's Orange Peel to Return

STILLWATER, Okla. -- Orange Peel will return to Oklahoma State University for the first time since 2009. Orange Peel: The Revival will be on Saturday, April 7 at 7 p.m. at Gallagher-Iba Arena.

Orange Peel is an event put on by OSU students that showcases some of the world's best musicians and comedians. This year's event will feature the Oklahoma native band, Kings of Leon, who will perform for the first time in over six months.

"We're ecstatic to have our comeback performance in our home state and in such an amazing venue like Gallagher-Iba," lead vocalist Caleb Followill said.

The 2012 Orange Peel will also welcome stand-up comedian Aziz Ansari. Ansari has gained national prominence through his comedy skits, as well as by starring in various movies and on the hit television show, "*Parks and Recreation*".

Tickets are \$50 for floor seating and \$40 for reserved seats. Tickets can be purchased online at www.osupeel.com. For more information, visit www.union.okstate.edu/orangepeel or phone the Orange Peel Committee at 405-555-5555.

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Oklahoma State University
Stillwater, Okla. 74074
405-744-5000

Fact Sheet

FOR IMMEDIATE RELEASE
March 7, 2012

FOR MORE INFORMATION, CONTACT:
James Powell
SMSC Student
806-231-4602
james.powell@okstate.edu

Orange Peel returns to Oklahoma State University

What: Orange Peel, a student-run event that showcases some of the world's best musicians and comedians, will happen for the first time since 2009.

Who: Kings of Leon, an Oklahoma native band, will perform for the first time in nine months.

Aziz Ansari, who gained national prominence through his comedy skits as well as starring in various movies and television shows, will be the comedic talent this year.

Where: Gallagher-Iba Arena in Stillwater, Okla.

When: Orange Peel is Saturday, April 7, at 7 p.m.

Why: "Orange Peel is an amazing event held on this campus that students, and others from across the state and even the country have looked forward to over the years. This revival of Orange Peel will be a great step for this university."

--Kyle Buthod, Vice President,
Student Government Association

How: Tickets may be purchased at osupeel.com for \$50 for general seats or \$40 for reserved seating.

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Oklahoma State University
Sillwater, Okla. 74074
405-744-5000

Backgrounder

FOR IMMEDIATE RELEASE
March 7, 2012

FOR MORE INFORMATION, CONTACT:
James Powell
SMSC Student
806-231-4602
james.powell@okstate.edu

Orange Peel 2012

Orange Peel will return to the Oklahoma State University campus for the first time since 2009. This year's event will feature Kings of Lean and Aziz Ansari.

Orange Peel, which originated in 1995, has hosted some of the nation's most prominent performers in both music and comedy. Entertainers appearing at Orange Peel have included Jason Miraz, Goo-Goo Dolls, Faith Hill, Randy Travis and Third Eye Blind, as well as comedians Bill Cosby, Jeff Foxworthy, Sinbad and David Spade. Most recently in 2009, comedian Jimmy Fallon and country singer Jason Aldean served as Orange Peel's talent.

Orange Peel was unable to occur in 2010 and 2011 due to a redistribution funds that concentrated more on renovation projects throughout the OSU campus. With the revival of Orange Peel this spring, freshman and sophomore students, along with many other spectators, will be able to the largest student-run event in the country.

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Orange Peel 2012: The Revival OSU's Biggest Party Returns



For the first time since 2009, come experience the largest student-run event in the country!

Where: Gallagher-Iba Arena
When: Saturday, April 7 at 7 PM
Cost: \$50 General Seating
\$40 Researved Seating
order online @ osupeel.com

THIS YEAR'S EVENT FEATURES:

- Kings of Leon
- Aziz Ansari

