

Noelle Keeley
Spring Semester
SC 3353-002



orange Peel

News Release



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FOR IMMEDIATE RELEASE
March 7, 2012

Orange Peel Returns to Oklahoma State University

Stillwater, Okla. – OSU is proud to announce the return of Orange Peel.

Gallagher-Iba Arena will host the event on March 30. Doors will open at 7 p.m. and the show begins at 7:30 p.m. Orange Peel will feature performances by country singer Blake Shelton, comedian and TV show host Jimmy Fallon, and Grammy Award-winner Lil Wayne. The week preceding the concert will be filled with food and fun. All activities will be held on Library Lawn.

“We had to decide on a group of performers who would not only entertain the students, but also the community of Stillwater,” said student Nicole Smith.

Orange Peel is a student-run, student-produced event offering a wide variety of entertainment for students, faculty, alumni and public.

To learn more visit www.okstate.edu/orangepeel

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To: Steffie@oklahomatoday.com
From: noellek@okstate.edu

Dear Ms. Corcoran,

Orange Peel is returning to Oklahoma State University for the first time since 2009. This year's event will be bigger than ever bringing the best of all music and entertainment to the community of Stillwater. The event is completely student-run. The week preceding Orange Peel will offer fun and food in the welcoming environment of OSU's library lawn. With diverse entertainment such as Blake Shelton, Jimmy Fallon and Lil Wayne the evening will be sure to impress.

Tickets are on sale at orangepeel.okstate.edu or by calling 1-877-OSU-PEEL. The event is at the Gallagher-Iba Arena on March 30. Doors will open at 7 p.m. and the concert will start at 7:30 p.m. This is an once-in-a-lifetime event for any variety of people. Orange Peel had high expectations and promises not to let anyone down.

We are hosting a first-class event and we want to exclusively offer you the inside details of this event because we know you are the most current magazine in Oklahoma. We would need to know relatively soon if you are interested. I can assure you the full cooperation with any student interviews you would like to conduct. Please let me know how we might help. My direct phone line is below.

I will call Thursday, March 8, to see if I might be of any help on a possible story about Orange Peel. Thank you for your time and consideration.

Sincerely,

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Oklahoma State University
Stillwater, OK 74078
(405) 744-5000

Fact Sheet

FOR IMMEDIATE RELEASE
March 6, 2012

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The Return of Orange Peel

Who: Featuring country singer Blake Shelton, comedian Jimmy Fallon and Grammy Award-winner, Lil Wayne performing at Orange Peel. The event run by Oklahoma State University students and is open to the public.

What: An event returning for the first time since 2009, Orange Peel.

When: March 30 at 7:30 p.m., doors open at 7 p.m. The week preceding the event will host activities and provide food for students on Library Lawn.

Where: Gallagher-Iba Arena, Stillwater, Okla.

Why: Tickets are on sale at orangepeel.okstate.edu or by calling 1-877-OSU-PEEL. The event is at the Gallagher-Iba Arena on March 30. Doors will open at 7 p.m. and the concert will start at 7:30 p.m.

Oklahoma State University
Stillwater, OK 74078
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Backgrounder

FOR IMMEDIATE RELEASE
March 6, 2012

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Backgrounder

This year will hold the return of Orange Peel, last hosted in 2009. Orange Peel is a student-run concert event and is open to the public. In past years, the event has welcomed artists and entertainers such as Randy Travis, Faith Hill, Goo Goo Dolls, Bill Crosby, Jeff Foxworthy and more.

The students got the idea after a group of students, faculty, and alumni traveled to the University of Florida to witness its annual pep rally known as the “Gator Growl.” Orange Peel was named in honor of OSU’s primary color; the creators felt that they needed to get away from the original cowboy theme. A contest was held for students to submit mascot ideas, and an orange wearing cowboy hat and boots, was created.

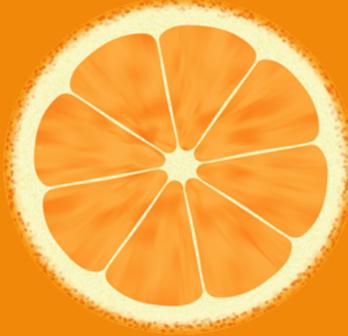
After funding and ticket sales descended in 2009 they decided to put it off until they could bring it back in a big way.

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Bibliography

OSU Student Union. Orange Peel. www.union.okstate.edu/orangepeel.htm

“We had to decide on a group of performers that would not only entertain the students, but also the community of Stillwater,” –Fake Quote



**KEEP
CALM
AND
PEEL
YOUR
ORANGE**