To: “Steffie Corcoran”, Steffie@OklahomaToday.com

Subject: Jimmy Fallon and Jason Aldean to be featured at OSU event

Steffie Corcoran,

The skilled comedian Jimmy Fallon is known for his standup performances and hilarious impressions on Saturday Night Live, but he rarely comes to the state of Oklahoma, until now. People love to laugh, and people love to sing and dance, especially to country music here in Oklahoma. That’s why country music star Jason Aldean, who has five chart-topping songs and whose latest album went gold, is paring up with Jimmy Fallon to be part of Orange Peel 2012 and raise money for the Cystic Fibrosis Foundation.

On Oct. 3 Oklahoma State University is hosting their 14th annual Orange Peel inside the Gallagher-Iba Arena in Stillwater, Okla. I think this would be an ideal story for *Oklahoma Today* to run, since it is a local event featuring big name celebrities, and because of the difference this concert makes in helping philanthropies. Orange Peel is the largest student-run and student-produced event in the country. Over the years, more than $200,000 has been raised for various organizations. The last one alone brought in $15,000, which was matched by the Board of Regents for a total of $30,000 donated.

We’re offering Oklahoma Today the guarantee of being the first publication to have access to the story and information. I can get you the names and numbers to all of the student directors and anyone else important, and they would be happy to cooperate with any writers and photographers you assign.

I will call next in the next few weeks to talk more about the concert that’s taking place in the coming months, and to see if there is anything else I can help you with. Thank you for your time and consideration.

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