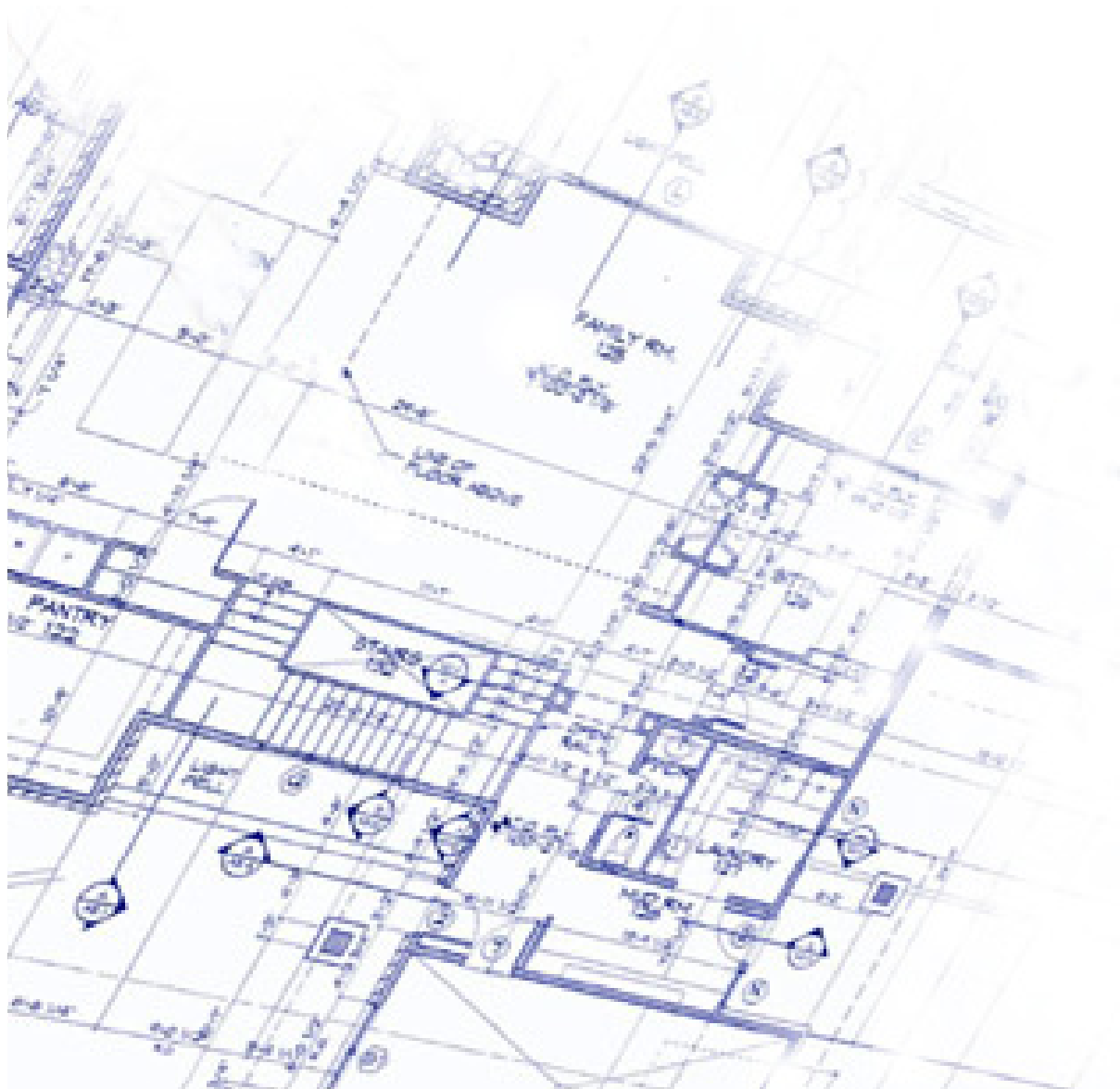


oklahoma state university: stretching boundaries



To: Steffie.Corcoran@TravelOK.com

Subject: For Steffie Corcoran: First look at OSU's campaign for new performing arts center

Ms. Corcoran:

What if there was a way to bring Broadway to Stillwater, Okla.? The university has added a new goal to the Branding Success campaign. "Stretching Boundaries" is the plan to expand the campus into the community and fund the construction of a new performing arts center. Unlike the current structure, the Seretean Center, this new facility will fit a crowd of more than 1,000 people.

I think the story of OSU's newest addition to the campus would be perfect for *Oklahoma Today*. This new performing arts facility will not only expand off campus and into the Stillwater community, but it will also expand the brand image of OSU nationally. OSU will have the finest performing arts school in the state. This story is both timely and local and we want the citizens of Oklahoma to be the first to know about Stretching Boundaries.

We are offering this story exclusively to *Oklahoma Today* and hope that you are interested. Since the campaign begins within the next month, I hope to hear from you fairly soon. Jason Caniglia, associate vice president for development of the Branding Success campaign, is more than willing to fully cooperate with any writers and photographers assigned. I can also help manage interviews with other staff members, donors and stakeholders as you see fit.

Lane Livers
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OKLAHOMA STATE UNIVERSITY
Stillwater, Okla. 74074
405-744-5000

News Release

FOR IMMEDIATE RELEASE
Oct. 11, 2012

FOR MORE INFORMATION CONTACT:
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New performing arts center to expand OSU

STILLWATER, Okla. – The OSU Foundation has added a new campaign to the overall Branding Success \$1 billion campaign. The most recent addition, Stretching Boundaries, will add a new performing arts center that will expand off campus and into the community.

“This facility will put us at a level with the premier and modern land grant universities,” Jason Caniglia, associate vice president for development of the OSU Foundation, said. “This center will create new majors and will expose all students to the arts.”

The campaign will begin within the next month. The foundation believes the construction will cost \$40 to \$60 million dollars and will begin in two years. Physically the building will cross over University Avenue and expand into Stillwater.

This campaign was organized by the OSU Foundation. For more information contact Caniglia at 405-385-5100, or visit www.osugiving.com.

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Fact Sheet

FOR IMMEDIATE RELEASE
Oct. 11, 2012

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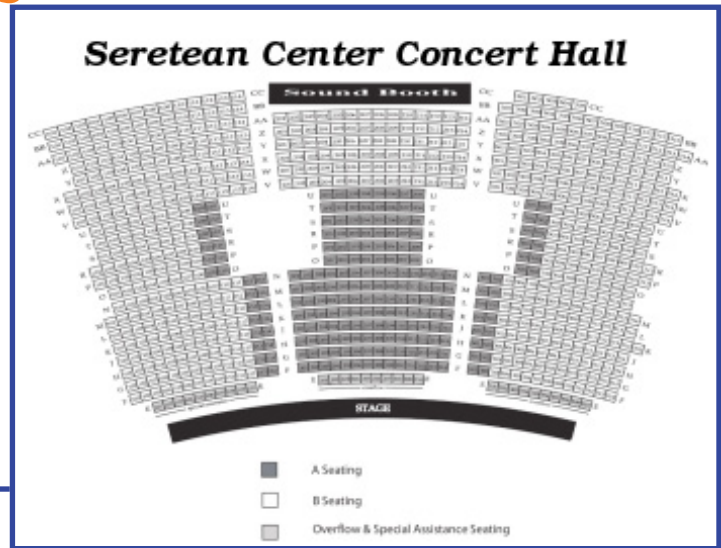
Oklahoma State University campus expands into Stillwater community

- What:** Oklahoma State University looks to begin the Stretching Boundaries campaign for a new performing arts facility.
- Who:** Jason Caniglia, associate vice president for development of the OSU Foundation, held a press conference to answer questions about the plan for the facility and who will be involved.
- Donors will fund the campaign. The same sound experts who designed Carnegie Hall have been asked to help with the design of the performing arts center.
- Where:** Oklahoma State University is in Stillwater, Okla.
- When:** The Stretching Boundaries campaign begins within the next month. The construction of the building is projected to begin in two years.
- Why:** “The Seretean Center wasn’t built with the purpose of holding large-scale concerts or events. We hope that with the more efficient design of the new facility we can bring nationally renown shows to Stillwater.”
-Jason Caniglia, Associate vice president for Development
OSU Foundation
Oklahoma State University

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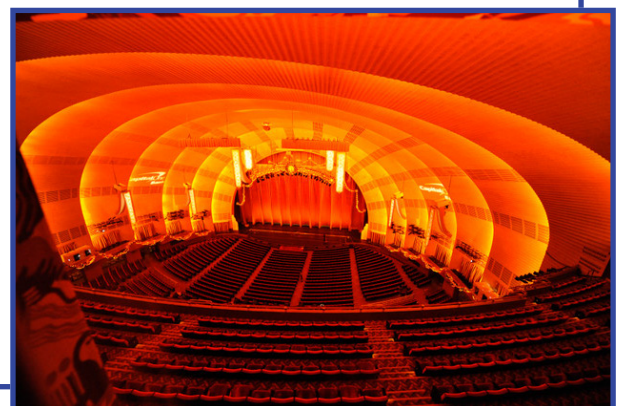
photo gallery

The Seretean Center wasn't designed to hold large-scale performances. The new facility will seat 1,250.



The new design includes one large concert hall, an atrium, a recital salon and recording studios.

With such a large concert hall the University hopes to bring major theatrical productions and concerts to Stillwater.





Face-to-face meetings with potential donors will start within the next month.



The new facility will place OSU among some of the top musical schools in the nation. The university hired sound experts who designed centers like Carnegie Hall.

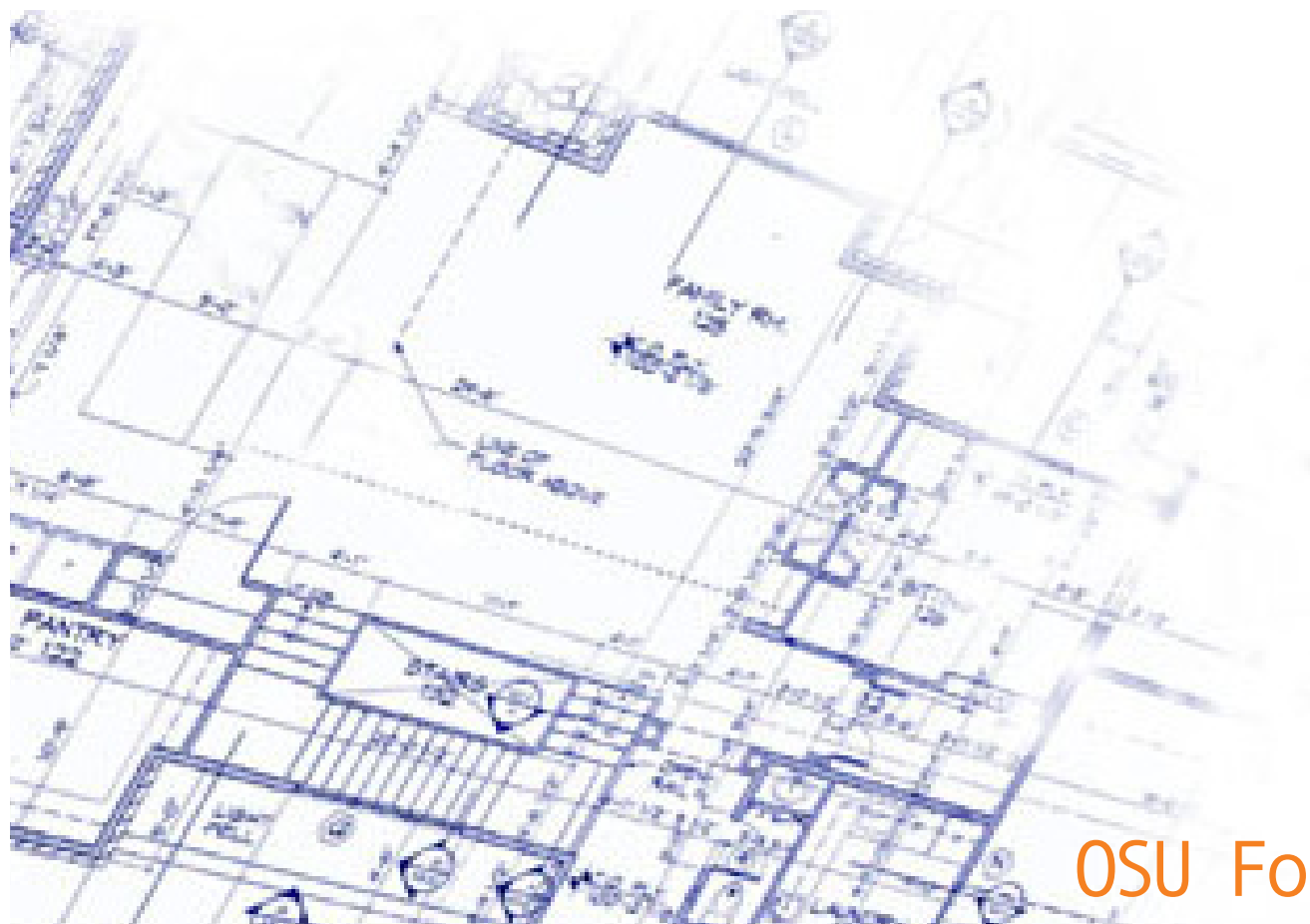
stretching boundaries

new performing arts center

coming soon to OSU

Info Session October 30 at 7:00 p.m.

construction begins Fall 2014



OSU Foundation

References:

Caniglia, J. (personal communication, September 24, 2012)*

All images obtained from google.com/images

*as per assignment instructions, this source was fabricated.