

OKLAHOMA STATE UNIVERSITY
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Fact Sheet

FOR IMMEDIATE RELEASE
Sept. 26, 2012

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Katherine Lowe plans publicity event

- What:** Her Campus OkState hosts Fashion It Girl contest with College Hautes game day apparel.
- How:** Her Campus OkState held tailgate to sell water bottles and give out fliers, candy and temporary tattoos to promote both organizations and the contest.
- Who:** Katherine Lowe, Her Campus OkState publicity chair, planned the tailgate and contest. Her Campus is an online magazine for collegiate women started at Oklahoma State University in 2011.
- Where:** The tailgate was west of Spears School of Business by Boone Pickens Stadium at OSU in Stillwater, Okla. The contest is email photo submissions and Facebook competition.
- When:** The tailgate was Sept. 29. Contest submissions accepted until Nov. 7.
- Why:** College Hautes wants to increase sales. Students want to apply to win \$100 gift card.
“We are very optimistic about the event. The contest should raise awareness for our magazine and for College Hautes and that’s all we can ask for.”

–Katherine Lowe, Publicity Chair,
Her Campus Okstate