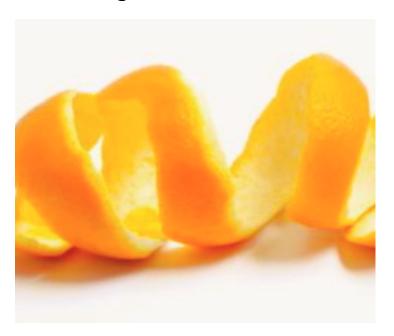
Kelsey Cosper Spring 2012 SC 3353 Section 1

# Orange Peel Revival



Media Kit







To: Steffie@OklahomaToday.com Subject: OSU Orange Peel Concert

#### Ms. Corcoran:

Oklahoma State University is bringing back Orange Peel this fall. Orange Peel is a student-produced concert on the OSU campus. The concert will feature Grammy Award winners Taylor Swift, Coldplay and Mumford & Sons on Sept. 22 at 7 p.m. in Gallagher-Iba Arena.

My story about the revival concert would be ideal for the *Oklahoma Today*. This story would be great for your publication, because all types of audiences are welcome at this event. I think this story would go great in the Entertainment section since your readers seem to have a diverse taste in music.

I am offering the Orange Peel revival story exclusively to *Oklahoma Today*, so I would need to know fairly soon if you are interested. I can assure you that I will provide quality pictures with high resolution and high definition video for your online magazine. I have multiple people who are eager to be interviewed for the story, including Coldplay drummer Will Champion and Orange Peel head executive Anna Zschiesche. Please let me know how we might help. My direct phone line is 214-498-1825.

I will call Thursday, March 16, to see if I might be of any help on a possible story on the OSU Orange Peel revival. Thank you for your time and consideration.

Kelsey Cosper Entertainment Writer 214-498-1825 **Oklahoma State University** 

Stillwater, Okla. 74078 (405) 744-5000

News Release

FOR IMMEDIATE RELEASE March 7, 2012

FOR MORE INFORMATION, CONTACT:

Kelsey Cosper SMSC Student (214) 498-1825

kcosper@okstate.edu

**Orange Peel Returns to OSU** 

STILLWATER, Okla.- Orange Peel is returning to the OSU campus for its tenth year with country superstar Taylor Swift, Coldplay and Mumford & Sons. The concert is completely student-produced and welcomes the entire Stillwater community. The event will take place at 7 p.m., Sept. 22.

"Orange Peel is one of my fondest college memories because I got to see great performers with my best friends, and it was on campus," said Alex Nameth, OSU junior.

Orange Peel has hosted performers such as Jason Aldean, Kellie Pickler, Jimmy Fallon, Jason Mraz, Ben Folds and Bill Cosby previously. Orange Peel 2012 committee member, Amanda Becker, said they have had countless sleepless nights brainstorming how to make the comeback year of the event the best it can be.

Tickets will go on sale in the Student Union the first week of school. Students may purchase tickets for \$45 and general admission will be \$48. Reserved seating will be \$55 for everyone. For more information, please contact orangepeel@okstate.edu or 1-877-OSU-PEEL.

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## Oklahoma State University Stillwater, Okla. 74078 405-744-5000

#### Fact Sheet

FOR IMMEDIATE RELEASE March 7, 2012

FOR MORE INFORMATION, CONTACT:
Kelsey Cosper
SMSC Student
214-498-1825
kcosper@okstate.edu

### Orange Peel Returns to OSU Campus

What: Orange Peel, a student-produced concert, is making a comeback for its

tenth year in Stillwater, Okla.

Who: The Orange Peel Steering Committee has confirmed that Taylor Swift,

Coldplay and Mumford & Sons will headline the event. Students, alumni

and residents are invited.

Where: Gallagher-Iba Arena. Stillwater, Okla.

When: The concert is at 7 p.m. on Sept. 22. Tickets will go on sale the first week

of school.

Why: "Music connects people in a way that you can't put into words. I love that

we can have such a huge concert on our own campus and bring everyone together for a common experience." -Orange Peel executive director The event is sponsored is by the Student Government Association, the

OSU Music Department and the School of Media and Strategic

Communications.

Oklahoma State University Stillwater, Okla. 74078 405-744-5000

Backgrounder

FOR IMMEDIATE RELEASE March 7, 2012

FOR MORE INFORMATION, CONTACT:
Kelsey Cosper
SMSC Student
214-498-1825
kcosper@okstate.edu

Orange Peel

The inspiration for Orange Peel began after a group of students, faculty and alumni traveled to the University of Florida to witness its annual pep rally. They were inspired to create Orange Peel once they returned and immediately began planning. The creators wanted to keep the concert OSU-related while revamping it into a whole new event.

The creators of Orange Peel wanted the event "to become the largest student-produced concert event in the country and provide the OSU family with national and local headlining entertainment." Their entertainment successes have included Jason Aldean, Jimmy Fallon, Faith Hill, Third Eye Blind, Bill Cosby and Jason Mraz.

Orange peel involves 200-plus student volunteers and has catered to the music tastes of more than 200,000 people. Despite its two-year absence, the Orange Peel committee has big plans for 2012. Taylor Swift, Coldplay and Mumford & Sons will perform at 7 p.m. Sept. 26.

## Reference Page

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<a href="http://union.okstate.edu/orangepeel/History.htm">http://union.okstate.edu/orangepeel/History.htm</a>.

Fake Quotes:
Taylor Swift
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**Burns Hargis** 

Amanda Becker, Amanda.kay.becker@okstate.edu

Alex Nameth, alexandra.nameth@okstate.edu

Anna Zschiesche, anna.zschiesche@okstate.edu