

Kelsey Cospers  
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 Cospers  
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:  
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**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](mailto: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

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### **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 by the Student Government Association, the OSU Music Department and the School of Media and Strategic Communications.

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Stillwater, Okla. 74078  
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## **Backgrounder**

FOR IMMEDIATE RELEASE  
March 7, 2012

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### **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.

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Fake Quotes:

Taylor Swift

Burns Hargis

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