

Oklahoma State University
Stillwater, OK 74078
(405) 744-5000

Fact Sheet

FOR IMMEDIATE RELEASE
March 7, 2012

FOR MORE INFORMATION CONTACT
Student Union
1-877-OSU-PEEL
orangepeel@okstate.edu

Orange Peel to Return to Oklahoma State University

What: Oklahoma State students and faculty are bringing back Orange Peel, an event produced by students that features comedians and singers.

Who: Orange Peel will feature John Mayer, Taylor Swift, and Dane Cook

Where: Gallagher-Iba Arena

When: April 7, 2012 at 9 p.m.

How: Tickets will be available for \$25 until April 4, and \$30 at the door.

Why: The members of the Orange Peel committee wanted to bring back an event held at OSU since 2002 that the students look forward to.

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News Release

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Orange Peel Returns to Oklahoma State

STILLWATER, Okla. – Orange Peel was an event featuring a comedian and performers, from 1995 until 2009. This year students will be able to experience this event again. The concert will take place at 9 p.m. on April 7 in Gallagher-Iba Arena.

This year students will experience Grammy-Award winners Taylor Swift and John Mayer, and comedian, Dane Cook. In the past, Orange Peel featured comedians Jimmy Fallon and David Spade, and artists Jason Mraz, Sugarland, Kellie Pickler, and Jason Aldean.

“I am so excited for Orange Peel to return for my last year at OSU,” senior business major Ellen Ketchum said.

Tickets will be available to all students and faculty for \$25 in the student union and online at orangepeel.com until April 4. Tickets will be available for purchase at the door for \$30.

For more information, call 1-877-OSU-Peel.

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To: steffie@oklahomatoday.com
From: abigail.west@okstate.edu
Subject: OSU Orange Peel Returns

Ms. Corcoran,

The students of Oklahoma State University are producing Orange Peel for the first time since 2009. The concert will feature Grammy-Award winning artists Taylor Swift, John Mayer, and comedian, Dane Cook.

In previous years, the event has showcased artists such as Jason Aldean, Sugarland, Kellie Pickler and Jason Mraz. The mission of Orange Peel is to become the largest student produced concert in the country. By featuring the event in *Oklahoma Today*, people throughout Oklahoma will have exposure to the event and what OSU has to offer. Also, people will be able to see world-renowned artists at a low price.

The event will be held at 9 p.m. on April 7 at Gallagher-Iba Arena. Tickets will be \$25 for students and \$35 for the public, and will be available for purchase online and in the OSU student union from March 12-April 6. For more information contact 1-877-OSU-PEE or email the Orange Peel committee at orangepeel@okstate.edu.

I will contact you on March 9 for a follow up.

Thank you for time and consideration,

Abigail West
Oklahoma State University
abigail.west@okstate.edu
817-528-2985

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Backgrounder

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March 7, 2012

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Orange Peel

Orange Peel was an event held at Oklahoma State from 1995 until 2009. Past performers included David Spade, Jason Aldean, Kellie Pickler, Sugarland and Jason Mraz, and the return of the event will feature artists John Mayer, Taylor Swift, and Dane Cook.

The event will be held at 9 p.m. on April 7 at Gallagher-Iba Arena.

Orange Peel started in 1995 after OSU students and faculty got the idea from the University of Florida. Students came up with the name by contributing to the school's colors, and the mascot, Pulp, represents the name of the event.

After 12 years of success and achieving the goal of becoming the largest student produced concert event in the country, the student union and the university put the event on hold for three years because money was tight and they needed some time to reconstruct the event. Prices were too high for students and people weren't showing up like they used to.

This year students can look forward to a more exciting experience and performances by world-renowned artists and comedian.

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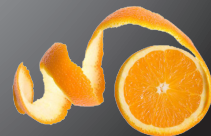
ORANGE PEEL 2012



Dane Cook
John Mayer
Taylor Swift



Saturday April 7 | 9 p.m.
GALLAGER-IBA ARENA
Tickets: \$35



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