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FOR IMMEDIATE RELEASE

ATTEND SENIOR WEEK FOR HALF THE PRICE IC Senior Week Offers Significant Senior Card Deal

The IC Senior Week Committee has worked with the current Senior Class Executive Board and members of the Senior Class Cabinet to offer a special promotion of 50 percent off the base price of Senior Week passes to all senior card holders. Students will be able to utilize this discount when passes are made available for purchase in April.

Each year, the Senior Class Cabinet members approach local businesses to acquire discount offers attached to a discount card, known as a senior card. Senior cards are available exclusively to members of the senior class who elect to purchase a card from the Senior Class Cabinet for the price of \$35. This is the Cabinet's first major fundraiser and provides the funding for many of the group's early events. In order to encourage seniors to purchase a senior card, the Senior Week includes a significant deal every year.

The annual deal, 50 percent off of the cardholder's Senior Week pass, is mutually beneficial. Many seniors purchase a senior card solely for the purpose of saving money on their Senior Week passes, and more students are willing to purchase a Senior Week pass with the significant savings from their senior card. Pricing for Senior Week 2015 has yet to be released, but each senior cardholder from the Class of 2014 was able to save \$55 off of their passes. With the purchase of a Senior Week pass, seniors gain admission to every event, transportation to and from all events, as well as food and live entertainment.

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Zachary Woelfel, a member of the Class of 2014's Senior Class Cabinet and senior co-chair to Senior Week 2014, said: "If you're planning on going to Senior Week, by buying a senior card you already saved yourself \$20! Then, for only \$55 you get to go to a concert, formal, cocktail hour, barbecue, and jump in the fountains while eating tons of free food. I don't see why anybody wouldn't do this. "

The Ithaca College Senior Week Committee is a group of six students, composed of three senior co-chairs and three junior co-chairs. The committee is charged with planning a week of events put on by Ithaca College during the week between the last final exam and the annual Commencement Ceremony. The group spends the entire year planning this week of events, which includes a kickoff concert, cocktail hour, "Senior Splash", a formal dance, and other events that are open exclusively to the graduating senior class. Further information is available at <http://icsw14.com>.

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If you would like more information about IC Senior Week, or to schedule an interview with one of the committee members, please call Sam Stafford at 607-274-3222 or e-mail the committee at icseniorweek@gmail.com.