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FOR IMMEDIATE RELEASE

MEDIA ADVISORY

Senior Week 2015 Revealed: Bigger and Better than Ever

The Ithaca College Senior Week Committee will unveil its first new event in three years for Senior Week 2015 this March.

In addition to featuring a live performance from an up-and-coming Los Angeles based artist, this new event will give the class of 2015 a quintessential Los Angeles summer experience in their own backyard.

This announcement will also include information about all other senior week events, including the headlining artist for the annual Kickoff Concert.

Specific details about this new event, and all other events, will be available at the official Senior Week 2015 Information and Marketing Release.

When: Monday, March 15, 2015, at 10:00 a.m. EST

Where: Student Activity Center, Ithaca College Campus Center

What: Event Announcement and Marketing Information Release

Who: Amanda Adams, senior co-chair
Greg Johnson, senior co-chair
Alyn O'Brien, senior co-chair
Kevin Macchia, junior co-chair
Mimi Maley, junior co-chair
Julie Nishi, junior co-chair

For promotional photos and interviews, contact Greg Johnson by email at icseniorweek@gmail.com

Media materials will be made available following the announcement at ICSW2015.com

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