

PENNSTATE



Computer Store

<http://computerstore.psu.edu/>

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Client Renewal Application for Fall 2011

Date: **8/3/2011**

Client Name: **Penn State's Computer Store**

Applicant's Name: **Tim D'Agostino**

Applicant's Phone Number: **(814) 863-3430**

Applicant's Email Address: **ted15@psu.edu**

Previous Account Executive Name: **Brittany Berger**

Anticipated size team:

1. Why are you requesting help from Happy Valley Communications for another semester?
 - **Event planning and promotions for Fall Expo (October 27)**
 - **Developing social media strategies (Facebook, Twitter, Foursquare, SCVNGR) to encourage students, faculty and staff to interact with us online.**

2. Goals from the past semester
 - a. What challenges did you face in achieving any goals set with your account team?
 - i. **Team was well organized and a great help to the Computer Store last semester--no specific challenges.**

 - b. What are particular examples of how HVC helped you achieve your goals the past semester?
 - i. **I was not hired until March of this year, so they helped to fill the marketing and communications void for the Computer Store. They developed great pieces (including media kit items, invitations, etc.) Looking forward to working with this semester's team with social media.**

3. Goals for the next semester
 - a. Name and describe the timeline that HVC will work with for the next semester.
 - i. **September**
 1. **Aid in crafting invitation for fall Expo**
 2. **Begin social media strategies and plan implementation**
 3. **Research best ways to promote on campus to students, faculty and staff**

 - ii. **October**
 1. **Develop media kit and distribute**
 2. **Help in planning activities and ways to create excitement around Expo**
 3. **Help execute fall Expo**
 4. **Maintain and revise social media strategies.**

 - iii. **November**
 1. **Help develop evaluation materials and collect data on the success of Expo**

2. **Evaluate effectiveness of Expo for Computer Store's presence and develop recommendations for Spring Expo 2012.**
3. **Continue online social media presence.**

- b. Name any public relations services that will accompany each of these goals.
 - i. **News writing/media kit**
 - ii. **Social media**
 - iii. **Event planning**
4. How would you rate your account team's performance during the past semester? Please rank 1-10 with 10 being the highest score.
 - a. **10! Great group to work with. Looking forward to working with you again.**
5. Communication with team
 - a. How often are you interested in meeting with your account executive?
 - i. **As often as possible. Once a week perhaps. Will definitely be flexible with account executive's schedule.**
 - b. How often will you be willing to communicate with your account executive?
 - i. **As often as possible—again, with attention to exec's schedule.**
6. Time commitment
 - a. How many hours per week are you expecting from your team?
 - i. **No set requirement. Will gauge expectations after first meeting with team.**
 - b. How many hours per week do you want to dedicate spending with your account executive/account team?
 - i. **At least 1-2 per week.**
7. Fee
 - a. Happy Valley Communications asks that clients provide the firm with \$150 start-up fee to cover printing and design costs, aid in programming and alleviate additional costs. Is this feasible for your organization?
 - i. **Yes**
8. Please provide any additional information or feedback that will help describe the need for future HVC services.

Had a very positive experience last semester. Excited to work with fresh perspectives and am excited to help the team gain experience! These goals are not concrete and I am very much open to what the team would like to do. These are my own personal plans for the fall and would love to integrate the team's resources in these efforts.

Client Summary

Penn State's Computer Store, a service of the Information Technology Services department, offers current students, faculty, staff and departments of the university a variety of computer products at a discounted price.

The Computer Store held "Expo 2011, Version 2.0," a fall expo appropriately themed "Tech or Treat" in observance of Halloween. There was a vendor showcase with roughly twenty different businesses and organizations ranging from Apple to Toshiba. There were also breakout sessions, prizes, and scavenger hunts. The event took place on Thursday, October 27 on the first floor of the HUB-Robeson Center from 10 a.m. to 2 p.m. outside of the Computer Store.

For the expo the Computer Store wanted us to reach every target audience to make it to the event. The Computer Store passed out fliers for the event. We even had themed Expo shirts to help promote. We contacted school clubs and organizations to invite them to attend the event.

Target Audience

Students:

One of our main targets was Penn State students. We targeted them by having the Expo held in the HUB, which is in the center of campus and a common meeting place. Through social media, such as a Facebook group invitation and “tweets” on Twitter, we were able to reach out to the students efficiently and quickly. Also, members of the group handed out fliers to students on campus and in class. The Daily Collegian also mentioned our event in an article.

Faculty

By passing out invitations into faculty member’s mailboxes, we spread awareness about the expo and made the invite more personal. By informing the faculty and staff we are using them as a secondary resource to inform the students. If the faculty is aware of the expo and of the Computer Store in general, they can be used as another means of communicating our information to the students. By providing invitations directly to faculty in their mailboxes, faculty members felt special and commonly expressed their excitement about the invitation! They feel a connection to the Computer Store and will hopefully convey these feelings to their students.

Research

Guerilla Marketing

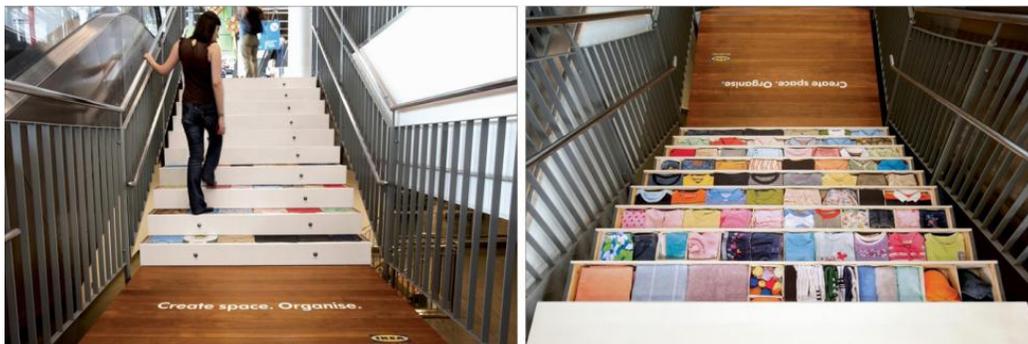
In order to understand and develop a plan that would allow the Computer Store's Tech or Treat event to be a great success, research played an important role. We looked at possible tactics and tools that were used in past campaigns. We researched marketing strategies that would generate attention throughout the campus, and not just the HUB. To have the best turnout possible, we needed to engage the entire campus. We looked at creative marketing ideas through Guerilla Marketing. We thought the use of QR codes would be fitting for the event. One idea in particular was having a QR code posted on an aerial image of the HUB, so it was clear where the event was taking place.



Another idea was choreographing a flash mob to take place the week of the event with dancers dressed up in their Halloween costumes. This would be a good way to draw attention and involving students. We looked at the Beyonce 100 Single Ladies Flash Dance in London, Michael Jackson Beat It Tribute in Sweden, the T-Mobile Liverpool Flash Mob Dance and the GLEE Seattle 1,000 Person Flash Mob.



We thought it was important to advertise via placements. One example that got our attention was advertisements on stairs. This will catch attention naturally, since it's where the eye goes. A possible idea was advertising one participating vendor per step. This is a great way to advertise because the stairs are well-traveled in the HUB.



A way of marketing that is often used on campus is chalk writing on the sidewalks. We thought that by taking that a step further and using this method to draw large, vibrant designs on roads, not necessarily even adding words. The large design could be a prize of the raffle. The mystery behind this method will draw people in. Also, we could draw different devices and how they have transformed over time. For example, the first iPod...and how they have evolved. We

thought that it would be a good idea to incorporate a tribute to Steve Jobs through one or more of the following marketing techniques.



SCVNGR

It is important that visitors are involved and engaged before and during Tech or Treat. One way to make this happen is through SCVNGR, which is an application that can be downloaded on smart phones. SCVNGR is an interactive game that users can play by going to places and competing in challenges. By competing in challenges players can earn rewards. Challenges are similar to a “check in,” but each destination has activities. Some ideas we had for a challenge was to visit each vendor, take a picture of an Apple product, take a picture with a vendor you have never heard of before, go to several “haunted” places on campus and “like” the Facebook page. Possible rewards could be 15% purchase at the Computer Store or free headphones.

SCVNGR is a great way to get people motivated and it’s also involving technology, which is perfect for Tech or Treat. SCVNGR could also be used as a treasure hunt. Participants can find different items that the vendors are presenting and then they have to figure out what brand they are.

S.W.O.T. Analysis

Strengths

- Second year client
- Vendors reached out to the Computer Store to request spots in the Expo
- Great prizes available
- Faculty involvement
- Great central location on campus

Weaknesses

- Lack of awareness about the Computer Store
- Lack of interest from students (many came just for the iPad)
- Time of day – midday class time
- Students just passing through the HUB, don't have time to stay
- Not a huge attendance at the breakout sessions

Opportunities

- A Winter specials Expo – showcase the sales of the season and the best gifts everyone on your list
- Reach out to more students, make them aware of the store and what it offers through advertisements and social media
- “How to” seminars – photoshop, social media marketing, publisher, etc
- Get involved with THON – huge audience to capitalize on

- Computer support for students - off-campus students have nowhere to take broken computers, opportunity to create loyal customer relationships

Threats

- Walmart offers the lowest prices and is convenient
- If the details of Expo aren't changed every year people will not come back
- Penn State bookstores sell Microsoft products
- Online vendors
- Downtown stores

Goals and objectives

This past October, the Penn State Computer Store HVC team focused on promoting and running Expo 2011: Tech or Treat, a Halloween themed event where the hottest names in technology promoted their newest products. The goals and objectives were carefully selected for each main aspects of the event: research, implementation and evaluation.

The team had three main goals for researching the event. The first goal we had chosen was to discover new and innovative ways to promote upcoming Expos. In addition, the team wanted to learn the best way to survey students for the evaluation of the event. Finally, our team wanted to research what kind of new technology would help us promote the Expo, ranging anywhere from the effect of creating a Facebook event to the possible success of a SCVNGR hunt.

In addition to researching goals, the HVC team had two main objectives for the implementation of the Expo. First and foremost, the team wanted to get as many participants involved as possible, hopefully passing up the amount of participants of the Expo last spring. In addition, we wanted the Expo to run smoothly. For example, the directions for getting stamps in order to qualify for the raffle would be clear.

Finally, our team has a specific goal for the evaluation of the Expo. Our team would like to get as much feedback as possible through Internet surveys. With this feedback, our team will be able to see what aspects of the Expo should be repeated in the future and what aspects should be changed. This information can help us better plan and promote future events.

With these specific goals and objectives, our Penn State Computer Store HVC team was able to perform thorough research, implement a successful event and evaluate our overall performance.

The team had a constant overlooking goal of media coverage. The spring 2011 Expo: “Everyday Tech”, had been the first expo since 2009, yet had not received any media coverage. This year a constant goal was to receive media coverage, specifically from the student focused paper, *The Daily Collegian*. This was a consistent goal for the team because mentions in The Daily Collegian would help students familiarize Penn State’s Computer Store with the expos and to keep it something that the Penn State students look forward to and are aware of.

Results

EXPO Attendance:

Participants : 713

Participants + Walkthrough: roughly 900-1000

Student Participants: around 230 (from survey respondents)

Breakout Session: 40

Facebook:

Event Attendees: 368

Constant Facebook interaction:

- Posts from attendees
- Responding to posts
- Posting interactive links and exciting posts
- Inviting Friends to event
- Status updates about expo

Twitter:

-Hash tag use/ Retweet: #TechOrTreat11

-Using our individual twitters to spread the word about the expo using language that appeals to

Halloween theme for followers

Evaluation/ Future Expos

The Expo Data Analysis

After analyzing the results from the over 350 Expo survey respondents, there were significant trends throughout the data. When the respondents were asked whether they were a part of Penn State staff or a current student, the data showed that most of the participants were staff members. However, there was still a great deal of students that attended the event so the variety was still present. In addition, when the respondents were asked how they heard about the event, many responded that they had heard through listserves, emails, and campus mail or saw the event taking place. However, not many heard through social media (Facebook/twitter), the Penn State Computer Store, word of mouth or saw the signs advertising the event around campus. It is obvious we need to continue using the listserves, emails, etc. However, we must make our social media presence much more known. This means more tweets, clever hash-tags, more mentions, more tags on Facebook and many more updates. Also, more people need to be invited to the event via Facebook. In addition, more flyers and more promoting coming directly from the computer store needs to take place.

In addition, the respondents answered two open-ended questions about the Expo—what they liked the most and what they liked the least. Generally, the participants enjoyed the variety of vendors, displayed products, energetic environment and the raffle. Although these areas were already liked, more vendors and products need to be added to make the Expo have even more variety. When asked what the participants liked the least, an overwhelming amount of respondents said they did not like how crowded the event was. However, most participants liked the location and those who did not suggest moving to Alumni Hall. I think moving to Alumni Hall would be beneficial because although we are still in the HUB (which is very student based), Alumni Hall has much more breathing

room. Nonetheless, many participants said there was “nothing” they liked the least about the event.

The respondents also answered questions regarding time, convenience and the participant’s own intentions. Generally, most respondents spent 30-45 minutes at the Expo, although some spent only 15-30 minutes and others as long as 45-60 minutes. Fortunately, an overwhelming amount of participants said the time was convenient, so the time of day should continue for future Expos. In addition, most respondents did not have a particular vendor that they wanted to see (and if so, mostly Apple). For the future, many respondents would like to see Apple, Microsoft and Dell return in addition to Hanes, Nintendo Sony and Matlab. These suggested vendors should be taken into consideration when planning the next Expo.

For the benefit of the Computer Store, the participants were asked about their overall feelings and experience at the Expo. Most of the participants said they would return to another Expo and that they have purchased from the Computer Store in the past.

Regarding their purchases, there was a good variety between purchasing online or in the store. On the negative side, not many participants attended the breakout sessions and only about half the respondents would like to receive updates. The breakout sessions need to have more attention drawn to them so that more participants can enjoy the event.

I feel that a creative way to keep in touch with survey respondents would be to send them special offers and sales that other participants are not offered. For instance, “because you participated in our survey [NAME], we would like to offer you a 20% discount off all Computer Store items for this holiday season.” This way, the survey respondents will feel “special” and will want to keep in contact with the Computer Store. The Computer Store

could also send the survey respondents a personalized invitation to next Fall's expo because they responded to the survey. This invitation could possibly offer the respondent a second stamp card in order to have a greater chance at winning the fantastic expo prizes. Keeping in touch with the survey respondents will keep a tie and personal connection between the respondents of the Penn State campus and community to ensure a steady and reliable consumer base for the Computer Store.

Future Expos

For the Computer Store to improve for future Expos the account team believes guerilla marketing tactics would be a tremendous promotional tool. For future Halloween themed expo's, flash mobs with Halloween themed music would be a good guerilla marketing tool that would catch attention in the HUB and throughout campus. For implementation for the next expos, another idea the team did a lot of research on was SCVNDR.

SCVNDR is a social media promotional tool that is used as an interactive game.

Participants complete certain tasks in order to win a prize. For the future, we would recommend that Penn State's Computer Store implement this into a HUB table event.

Because SCVNDR is relatively new, the Computer Store would need to have a table set up as an event where participants can "attend" and receive their directions and ask any questions about the SCVNDR game. The "tasks" would be related to the theme of the Computer Store Expo at the time and would require participants to hunt out places and items around campus. The winner would be the person who would complete and tag Penn State's Computer Store expo in all of their completed tasks uploaded onto Twitter or

Facebook. This would drive traffic to the expo Facebook event or to the expo twitter hash tag.

In future expo promotions, the team would recommend the continued use of promotional fliers with a QR code leading directly to expo registration. The QR code and flier was a big hit and through the post-expo surveys we found out that it was one of the primary ways participants found out about the expo.

Post-Event Survey

Did you attend Penn State Computer Store's Expo last Spring?

-Yes No

How did you find out about "Tech or Treat":

Friend

Advertisement on campus

Facebook

Twitter

Advertisement at the Computer Store

Penn State Computer Store's website

Radio

Newspaper

Using a scale of 1 to 5 with 1 being not important and 5 being very important, how did the following activities influence your decision to come to the event:

Explore new technology

Learn about new technology

Prizes

Food

To be with friends

On a scale of 1 to 5, with 1 being poor and 5 being excellent, please rate the following aspects of the Expo

- _ Convenience of location
- _ Variety of vendors
- _ Food
- _ Availability to receive customer service if needed
- _ Prizes
- _ Organization

Based on your experience at this year's Expo, would you return next year?

Yes No

Media Coverage

http://www.collegian.psu.edu/archive/2011/10/26/on-campus_halloween_events.aspx

The Daily Collegian, Oct 26, 2011

“While many students are decorating their rooms and choosing a costume, Penn State organizations are planning on-campus events to help students get into the Halloween spirit.

Penn State’s Computer Store is holding its first fall promotional event, “Tech or Treat, Expo 2011, Version 2.0,” tomorrow from 10 a.m. until 2 p.m. in the HUB-Robeson Center, said Tim D’Agostino, marketing and communications manager of the computer store.

The expo will feature a variety of vendors, including Epson, Dell and Apple. D’Agostino also said that there would be 20-minute breakout sessions where students will be able to meet and talk to vendors in a more one-on-one setting.

He said those at the computer store came together during the summer wanting to hold a fall event to make students more aware of the store and their services.

“We usually have an expo in the spring that is more focused on the faculty and staff,”

D’Agostino said. “We wanted to have one more geared toward the student this time because we want them to be ahead of the curve.”

Students who attend will also have an opportunity to win a variety of prizes donated by the various vendors, D’Agostino said, including an iPad 2.

He encouraged students to dress up for the event, promising a good time and free candy.

“We want them to see that this technological world is ever changing. We want them to get information and walk away with a big bag of candy,” D’Agostino said.”

News Release



Penn State Computer Store

104 HUB- Robeson Center, Main Floor

Contacts: Timothy D'Agostino

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Ariana Gianacopoulos

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Oct. 27, 2011

For Immediate Release

TECH OR TREAT – GADGETS AND GIZMOS YOU’LL SCREAM FOR

UNIVERSITY PARK, Pa. - Penn State’s Computer Store presents, “Tech or Treat, Expo 2011, Version 2.0.” The expo will be held October 27 from 10 a.m. to 2 p.m. in the HUB- Robeson Center and will feature over 20 vendors with the hottest new technologies and free giveaways.

The event will feature breakout sections for attendees on topics such as “Free Online Software Training Through lynda.com” and “iPad on Campus.” Students, faculty and staff who participate in the expo will be entered to win prizes including an Xbox 360, the Dell Streak, a Toshiba 14” USB Powered External LCD Display and more. The expo is Halloween themed and costumes are encouraged, while not required.

-MORE-

“This is a great opportunity for new students as well as anyone from Penn State to learn about the Computer Store and try out new products while getting into the spirit of Halloween,” said Tim D'Agostino, Marketing and Communications Manager of Penn State’s Computer Store.

Vendors will include representatives from Adobe, Apple, Dell, Penn State University Gaming Commons, Penn State University Media Commons, Penn State University Office of Sustainability, Toshiba and many others.

This is the first time the Computer Store is hosting a fall expo, but it is sure to be a “treat.” The event can be found on Facebook and attendees are encouraged to tweet about the event with the hash tag #TechOrTreat. The Computer Store is currently giving away free t-shirts to anyone who gets five of their friends to share that they are attending “Tech or Treat” on Facebook.

Penn State’s Computer Store is a cost-recovery service of Penn State University, serving current students, faculty and staff. The store is located in the HUB-Robeson Center next to the ID+ Office and is open Monday through Friday 9 a.m. to 5 p.m. Customers can also shop online anytime at computerstore.psu.edu. For more information about Tech or Treat, visit computerstore.psu.edu/expo.

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Media Advisory



Contacts: Timothy D'Agostino 814-863-3430

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Ariana Gianacopoulos 570-575-6132

aag5159@gmail.com

Oct. 27, 2011

For Immediate Release

DO YOU DARE? TECH OR TREAT!: EXPO 2011, VERSION 2.0

WHAT: On October 27, Penn State's Computer Store will host a fall expo for Penn State students, faculty and staff. The expo will feature over 20 vendors equipped with the latest technologies, breakout session and prizes. It will integrate the spirit of Halloween with technology by encouraging its guests to dress-up in their spookiest costume while interacting with vendors for a fang-tastic night.

WHO: There will be over 20 vendors present at the expo including Apple, Dell, Epson and many more. For a complete list, please visit <http://computerstore.psu.edu/expo>

WHEN: Thursday, October 27
10:00 a.m. – 2:00 p.m.

WHERE: HUB-Robeson Center, Main Floor

Pennsylvania State University

WHY: “Tech or Treat” is an opportunity for the Penn State community to learn about the hottest and newest technologies that the vendors have to offer. In addition, there will be opportunities to interact directly with vendors through breakout sessions, where participants will discuss new products and have the ability to ask questions. Attendees will also have the chance win a variety of prizes at the event. Finally, the expo is an exciting way to incorporate the latest technologies with the spooky season.

HOW: For interviews or additional information please contact:

Tim D’Agostino (814) 863-3430, ted15@psu.edu

Ariana Gianacopoulos (570) 575-6132, aag5159@gmail.com

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Listserv Pitch



Contact Person

Organization

123 Street Name

University Park, PA 16802

Dear (Contact person):

Envision a spooky place where the latest technologies are waiting for you to get the nerve to explore. Beware! This place is filled with bats, zombies, and other ghoulish beings. Do you dare to mutter three words: Tech or treat!

My name is Marina Chang and I am an Account Associate for Happy Valley Communications, Penn State's student-run public relations firm. We're promoting a campus event that we think your club members would be interested in attending. One of our clients, Penn State's Computer Store, will be holding "Expo 2011, Version 2.0," a fall expo appropriately themed "Tech or Treat" in observance of Halloween. There will be a vendor showcase with roughly twenty different businesses and organizations ranging from Apple to Toshiba. There will also be breakout sessions, prizes, and scavenger hunts.

The event is taking place on Thursday, October 27 on the first floor of the HUB-Robeson Center from 10 a.m. to 2 p.m. outside of the Computer Store. We think this would be the perfect opportunity to get an inside look at the latest technologies and to stay current on the trends. Included is the Facebook event and Computer Store website for more information. I will be in touch with you shortly as more information becomes available and as the event date approaches. Thank you for your time. We hope to see you there!

Sincerely,

Marina Chang

Account Associate, Happy Valley Communications

<http://www.facebook.com/event.php?eid=283402948353273>

<http://computerstore.psu.edu/>

Academic/Professional

-Advertising Club

-Business Student Council

-Business Fraternity Council

-International Business Association

- Multi Cultural Business Association
- Hospitality Finance and Technology Professionals
- IST Information Assurance Club
- OSTEM-Out in Sci., Tech., Engineering, & Mathematics
- SMEAL Technical Analysts
- Women in IST

International/Multi Cultural

- D-Net (The College of IST Diversity Network)

Student Governance

- Graduate Student Association in IST (GIST)
- IST Student Government

Fact Sheet



Penn State's Computer Store

"Quality and savings...for you, Penn State"

HISTORY

Over the past years, the Penn State Computer Store has grown into one of the most accommodating and beneficial on campus resources for students looking to further their knowledge on technology. The store offers the faculty, staff, and students of Penn State with great deals on top products from vendors such as Apple, Dell, HP and Toshiba.

MISSION

STATEMENT

Penn State's Computer Store mission is to provide the Penn State community with unbiased technology advice while offering products at an educational discount.

COMMUNITY

ROLES

The primary goal of Penn State's Computer Store is to provide faculty, staff, and students with the latest cutting edge technology and support. The dedicated staff is

committed to helping the Penn State community achieve the highest of standards in education and technology by supplying the following: computers, software, hardware, hard drives, accessories, cables, mp3 players, and more.

STAFF

Robin Becker, General Manager; James Murphy, Consulting/Sales; Sue Gavazzi, Software Licensing; Paige Fyock, Purchasing; Rob Massung, Inventory Management.

CONTACT

104 HUB-Robeson Center

INFO

M-F 9 a.m. – 5 p.m.

Phone: 814-865-2100 or 800-251-9281

Pitch Letter



Contact Person
Organization
123 Street Name
University Park, PA 16802

Dear (Contact person):

October 27 is the new Halloween on the first floor of the HUB-Robeson Center, as far as “techies” are concerned.

The Penn State Computer Store will be hosting its first ever fall expo, Tech or Treat, where students and community members will be able to come and browse the newest technology from 10 am to 2 pm.

More than 18 vendors, including Apple, Dell, and Adobe, will have stands displaying popular products, like computers, tablets, and accessories. Breakout sessions will be held at periodic times throughout the expo where a vendor will demonstrate up and coming technological trends.

There will also be opportunities to win impressive prizes, such as iPads, gift cards, and gaming systems. Please come support the Penn State Computer Store and see for yourself what all the fuss is about; these technologies are so sweet, it’s almost scary.

Sincerely,

Tim D’Agostino

Radio Spot



Who says trick or treating is just for kids? Come get a head start on celebrating Halloween and “tech or treat” at the Penn State Computer Store’s fall expo on October 27th.

From 10 am to 2 pm on the first floor of the HUB, you can experience the newest and edgiest products from more than 18 vendors including Apple, Dell, and Adobe. Breakout sessions will be held throughout the day that demonstrate the latest technological trends.

Enter to win prizes, like iPads, gift cards, and more. Dress in costume as you browse and learn about how to be more tech-savvy in this always changing society.

Press Materials- Food Drive/ Toys For Toys



NEWS RELEASE
Penn State Computer Store
104 HUB- Robeson Center, Main Floor

Contacts: Timothy D'Agostino 814-863-3430
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570-575-6132
aag5159@gmail.com

November 14, 2011

For Immediate Release

GIVING TO GET SOMETHING IN RETURN – NOT NECESSARILY A BAD THING

UNIVERSITY PARK, Pa. – Penn State's Computer Store presents, "Give Back and Get Free Stuff," their annual toy and food drive. The drive will be held from 12 p.m. to 1:30 p.m. on November 16 in the HUB-Robeson Center. The food and toy drive will benefit Toys for Tots as well as local food banks.

Contrary to the old saying "you should give without expecting anything in return," the Computer Store is offering some rewards that would make even the Grinch want to donate. Every person who brings in at least five cans of food will be entered to win the grand prize – a pair of Beats by Dr. Dre Tour In-Ear Headphones, valued at \$179.95. To receive a pair of Skullcandy earbuds an individual must donate at least two canned food items. If you're feeling particularly generous, you can bring in a \$5 toy to get a free pair of iFrogz CS40 headphones.

To give back and get free stuff, just stop by the Penn State Computer Store's table at the HUB on November 16. Giveaways are limited and will be rewarded on a first come, first served basis.

-MORE-

The computer store hosts a toy and food drive every year. This year's event can be found on Facebook and attendees are encouraged to tweet about the event with the hashtag #GiveBack11.

Penn State's Computer Store is a cost-recovery service of Penn State University, serving current students, faculty and staff. The store is located in the HUB-Robeson Center next to the ID+ Office and is open Monday through Friday 9 a.m. to 5 p.m. Customers can also shop online anytime at computerstore.psu.edu. For more information about "Give Back to Get Free Stuff," visit computerstore.psu.edu/giveback.

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