

THE POWERHOUSE MEDIA KIT

PAINT IT ORANGE

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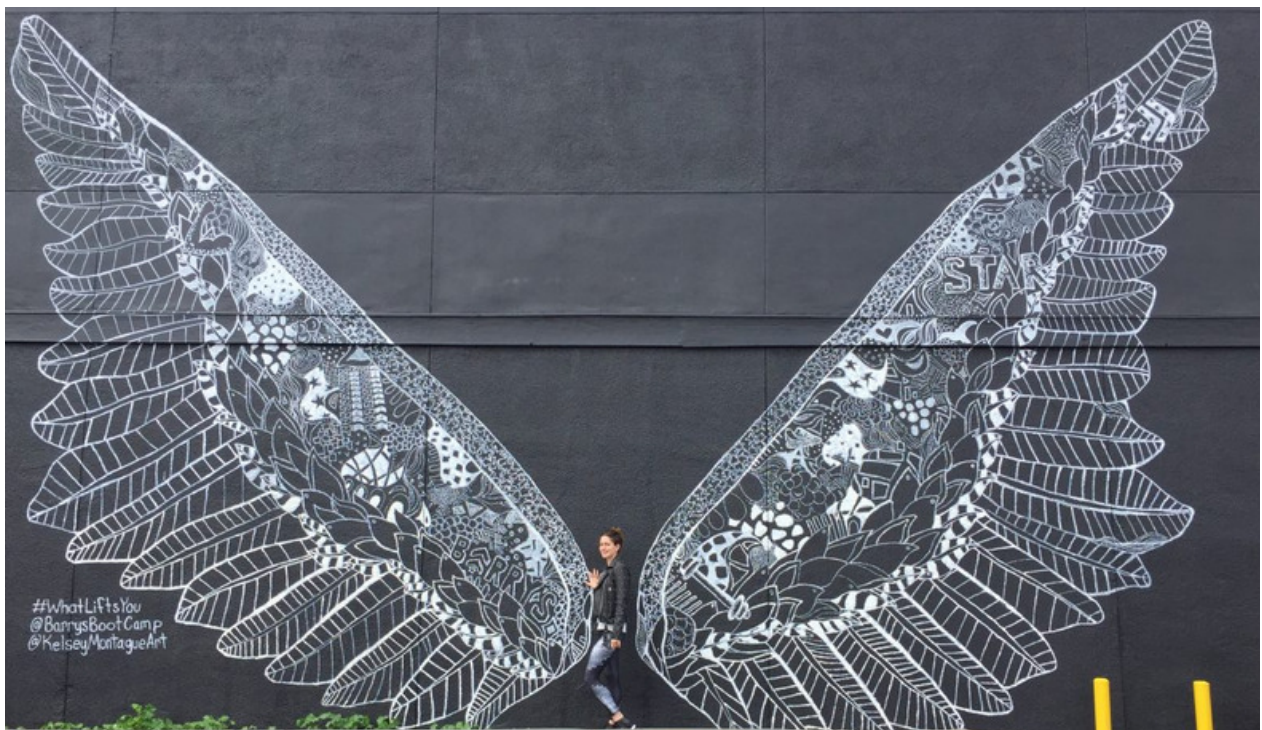
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MURAL INSPIRATION



Colorful mural located in Tulsa, Oklahoma that represents its well-known landmarks and unique trademarks.



Famous mural in Nashville's gulch neighborhood that includes the hashtag, "WhatLiftsYou."

WHAT TO INCLUDE

MAIN ATTRACTIONS IN EACH TOWN:

Paoli: Paoli Peaks, Tomato Product Company and the Orange County Courthouse

Orleans: Historic Orleans Cemetery Tours and Orangeville Rise and Wesley Chapel Gulf of the Lost River

French Lick: French Lick Resort, The Pete Dye Course at French Lick, Big Splash Adventure Hotel and Water Park, and Animal Encounters at Wilstem Ranch

West Baden: West Baden Springs Hotel and Pluto Water



EMAIL PITCHES

EMAIL PITCH TO BLACK VULTURE STUDIO:

Hello Kara,

I am a student in Elaine Monaghan's PR writing class. My team is working on potentially creating a mural in Paoli in order to forge community within Orange County. We spoke with Jacob Simpson, from Sustaining Hoosier Communities, who referred us in your direction.

The idea is to produce a large mural on the wall of the Lost River Deli, incorporating distinguishable aspects of Orange County and we would love to work with you in helping this idea come to fruition.

Here are some pictures of murals that inspire us:

Important things that we want to be sure we include in the mural:

Tomatoes for Paoli

Pluto Water

Solar Eclipse

Bison

Patoka Lake

The mural will work most effectively if we include the most important aspects of all the towns in the county:

Paoli: Paoli Peaks and the Orange County Courthouse.

Orleans: Historic Orleans District and Orangeville Rise and Wesley Chapel Gulf of the Lost River.

French Lick: French Lick Resort, The Pete Dye Course at French Lick, Big Splash Adventure Water Park, and the Animal at Wilstem Ranch.

West Baden: West Baden Springs Hotel.

We look forward to hearing back from you. Can you let me know a good time to follow up by phone?

Best,

Peri Sedge

psedge@iu.edu

The PowerHouse

516-526-7457

EMAIL PITCH TO LOST RIVER MARKET & DELI:

Hello Debbie,

Sustaining Hoosier Communities is currently working with the Orange County towns in strengthening community morale, and my team and I are working with them in achieving that.

We plan to select an accomplished artist from Orange County, as well as a handful of students from the local high schools, to paint a mural featuring aspects of Paoli, French Lick, Orleans, and West Baden. We believe a wall on the side of the Hill's Event Center can be the perfect central location to get our message across. Please let me know if you are interested and would like to speak further.

Best,
Hannah Schepps
Hschepps97@gmail.com
ThePowerHouse

EMAIL PITCH TO DANESSA GALLOWAY:

Hello Danessa,

My name is Taylor Brzezinski and I am a student in Elaine Monaghan's class, PR Writing. My group, ThePowerHouse, has come up with the idea to create a mural in Orange County in order to bring the community together and attract a younger crowd.

As of now, some of our ideas for the mural were to include different attractions from each of the four towns in Orange County. We also wanted to include the hashtags, "#WeAreOC" and "#DiscoverSouthernIndiana" so members of the community or visitors can post a picture of themselves in front of the mural on social media. For the location of the mural, we were thinking that the Lost River Market and Deli would be a perfect place, but this is still up in the air.

In terms of creating the mural, we would love to get as many of Orange County's local businesses and residents involved in the project. We have reached out to the Black Vulture Studio, as well as a board member for the Lost River Market and Deli. High school students were also on our radar.

If you would like to get involved and communicate any ideas you may have, we would love to hear back from you. Thank you for your time.

Best,
Taylor Brzezinski
tbrzezine@iu.edu
ThePowerHouse

FACTSHEET

Event: Paint It Orange Ribbon Cutting

Sponsor: Sustaining Hoosier Communities

Location: Hill's Event Center – French Lick, Indiana

Date: May 25, 2019

Purpose: To create a beautiful mural in order to forge community involvement and pride.

Guests: Member's of the Orange County community

Map of Event:



Admission Fees: Free

Time: 11:00 AM-12:00 PM

Address: 525 S Church St, French Lick, IN 47423

Hashtags: #WeAreOC and #DiscoverSouthernIndiana

Contacts: Danessa Galloway: gallowaydanessa@gmail.com

FEATURE STORY

Sustaining Hoosier Communities Putting Places on the Map

Community is more than just a word, it's a feeling; a feeling that embodies what it means to not only live among fellow residents of your area, but to embrace everything that area has to offer.

Building strength in communities that need it doesn't just happen over night, but Jane Rogan, leader of the Sustaining Hoosier Communities initiative, knows how to get the job done.

Although she grew up in the United Kingdom, Rogan took her talents to IU where she received her Master of Science and continued to work for multiple programs within IU.

With the help of local residents and IU faculty and students, Sustaining Hoosier Communities "helps the community solve a problem that they have identified," said Rogan. Whether it is overall quality or sustainability, the time dedicated to the community is worthwhile.

"Everything we are working on involves things the community themselves has asked for," said Rogan.

Their latest project involves assisting Orange County in the 2024 solar eclipse. Six years may seem like a world away, but it goes by quickly when there is plenty of work to be done.

Orange County is a rural community in southern Indiana. It consists of four main towns, but only has a population of just over 19,000. As a community on the smaller side, they are not yet prepared for the mass amounts of people that will be coming in.

Not only do they need aid in logistics such as traffic control, the towns must rally together to build morale and utilize this once in a lifetime opportunity as a platform for long-term changes.

Rogan has described the residents of Orange County as "scrappy, vigilantes of generosity" who can use their community support and natural resources to their advantage.

Between the eager energy from the residents, and the determined attitude from the IU students and faculty working on the project, there will be a million reasons for you to want to visit Orange County, and the solar eclipse will just be one of them.

NEWS RELEASE

Next Year's PaoliFest Will Include A Colorful Addition!

FRENCH LICK, Ind., October 16, 2018 – The Hill's Event Center will kick off Memorial Day Weekend with a special, one-time event. Our mural artists, Kara Schmidt, Andy Gerber and Tim Schmidt, will be unveiling their latest project: a mural that shows off Orange County's best gems.

Before the weekend of live music, special dining events and poolside cookouts begins, the community is invited to gather at the Hill's Events Center for an hour-long ribbon cutting ceremony. The ceremony will introduce the "#WeAreOC" mural to the people of Orange County and beyond.

For many months now, Schmidt, Gerber and Schmidt have worked effortlessly on creating a mural that showcases Paoli, West Baden, French Lick and Orleans.

This colorful and vibrant mural has added more than just art to the side of Hill's Event Center. The purpose behind the mural is to bring the Orange County community together, which is exactly what the free ribbon cutting ceremony will do.

Schmidt, Gerber and Schmidt will be recognized for their tremendous work and dedication to the mural. There will also be free refreshments provided by Sustaining Hoosier Communities, an organization that pairs local communities with Indiana University faculty, students and staff.

All of attendees can gather around the new mural and take pictures to post on social media using the hashtag "WeAreOC" and "DiscoverSouthernIndiana."

An event like this will help rebrand Orange County's four towns and introduce all there is to offer to a younger crowd.

About Hill's Event Center

Hill's Event Center is a historic venue located in French Lick, Indiana. The venue has been renovated in order to host parties, weddings, conferences, business meetings, and more. There is a suggested list of caterers and wedding planners ready to make your event extra special.

For more information about Hill's Event Center, call (812) 329-0404 or visit <https://www.hillsvenue.com>

MEDIA ADVISORY

Media Alert: Sustaining Hoosier Communities Unveils Orange County Mural
Sustaining Hoosier Communities builds partnerships to improve and enrich the health, prosperity, and vitality of local communities.

Oct. 17, 2018 01:00 PM Eastern Time

- (EON: Enhanced Online News) - Gain:

WHAT: Sustaining Hoosier Communities has recently paired up with Orange County. As a way to draw widespread attention across and beyond Orange County, a mural capturing the essence of the five towns, French Lick, West Baden Springs, Paoli, Stampers Creek, and Orleans, will be painted on the side of the Hill's Event Center in French Lick. The reveal will not only highlight the upcoming solar eclipse, but will bring attention to the beauty of the community through the use of the "#WeAreOC" and "#DiscoverSouthernIndiana" hashtags. This will be incorporated in the mural and used on social media to draw attention to both the mural itself and what it represents.

WHY: Allowing residents across all towns to come together and be involved in the success of their community by showcasing their artistic talent in areas that will attract outside attention.

WHERE: Hill's Event Center
525 S Church St
French Lick, IN 47423

WHEN: Saturday, May 25, 2019
11:00 AM - Unveiling of mural at Hill's Event Center in French Lick

HASHTAGS: #WeAreOC and #DiscoverSouthernIndiana

CONTACTS: Sustaining Hoosier Communities, iushc@indiana.edu

CLIENT MEMO

Memorandum

Monday, September 23, 2018

TO: Kristal Painter
FROM: Taylor Brzezinski
SUBJECT: Paint It Orange

The members of ThePowerHouse, Taylor Brzezinski, Hannah Schepps and Peri Sedge, would like to discuss a potential idea Visit French Lick West Baden can use in order to showcase and transform Orange County.

An idea that we believe will benefit Orange County is to have a mural painted on a wall in a high traffic area, such as Hill's Event Center. Big cities, such as Nashville, have famous murals that tourists love to take pictures in front of and post on social media using the hashtag that is also seen on the mural. This mural will represent the best of Orange County's four towns, Paoli, Orleans, French Lick and West Baden, as well as include the hashtag, "#WeAreOC."

Paoli can best be represented by Paoli Peaks, Tomato Product Company and the Orange County Courthouse. Orleans can showcase their Historic Orleans Cemetery Tours and Orangeville Rise and Wesley Chapel Gulf of the Lost River. The French Lick section will show off the French Lick Resort, The Pete Dye Course at French Lick, Big Splash Adventure Hotel and Water Park, and Animal Encounters at Wilstem Ranch. West Baden's main attractions that can be painted are the West Baden Springs Hotel and Pluto Water.

After looking through the French Lick West Baden website, we categorized the main attractions by town and picked the ones we think would best represent and interest tourists. These main attractions are either the most popular throughout the town and country or the places we want people to experience while visiting Orange County. The places chosen may either be painted on the mural or will provide inspiration to paint something that represents that specific place.

Our goal is to bring younger people and new families into Orange County. The strategy we have in place is to make Orange County a vacation or weekend trip destination for Indiana residents and tourists. Our tactics will be to share the new mural on Twitter, Facebook, Instagram and the Visit French Lick West Baden website so people will become aware of the new attraction.

If you have any questions, please contact Taylor Brzezinski at (847) 791-0797 and/or tbrzezine@iu.edu. Thank you for your time.

Regards,

Taylor Brzezinski

CONTACTS

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TOMATO PRODUCTS COMAPNY:

Kara Schmidt, Andy Gerber and Tim Schmidt, Owners of Tomato Product Company

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Paoli, IN 47454

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Phone: (574) 214-7511

HILLS EVENT CENTER:

Danessa Galloway, Friend of Owners of Hill's Event Center, Main Contact for Location/Project Ideas

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